

**FACTORS INFLUENCING CONSUMER BUYING BEHAVIOUR
ON HOUSEHOLD PRODUCTS IN TANZANIA:
A CASE OF DAR ES SALAAM**

ABUBAKAR OMARI KARINGA

**A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE DEGREE OF MASTER OF BUSINESS
ADMINISTRATION (MARKETING) OF THE OPEN**

2015

CERTIFICATION

The undersigned certifies that he has read and hereby recommends for acceptance by the Open University of Tanzania a dissertation entitled: "**Factors Influencing Consumer Buying Behaviour on Household Products in Tanzania:The Case of Dar es Salaam**",inpartial fulfilment of the requirements for the Degree of Master of Business Administration (Marketing) of the Open University of Tanzania.

.....

Dr. O. K. Mbura

(Supervisor)

.....

Date

COPYRIGHT

No any part of this dissertation shall by any means be reproduced, stored in any retrieval system, or transmitted in any form being electronic, mechanical, photocopying, recording or otherwise without prior permission of the author or The Open University of Tanzania on that behalf.

DECLARATION

I, **Abubakar Omari Karinga**, do hereby declare that this dissertation is my own original work and that it has not been presented and will not be presented to any other University for a similar or any other degree award.

.....

Signature

.....

Date

DEDICATION

This dissertation is dedicated to my family; my lovely wife Rahma, our beloved daughter Hadiyah, for being the source of encouragement and great achievement, to my late parents; Mr and Mrs. Omari I. Karinga, both of whom believed in hardworking and the pursuit of academic excellence.

ACKNOWLEDGEMENT

First and foremost, I would like to thank the Almighty Allah for his blessings, protection and guidance throughout my study period. Special thanks are extended to my supervisor Dr. Omari Mbura for his tireless supervision, support, guidance and inspiration towards the preparation, completion and production of this dissertation.

I would like to express my sincere thanks to my course lecturers, my MBA classmates and friends for their advice, guidance and encouragement during the whole period of my study. Really, I appreciate them. I take this opportunity to thank my family as a whole for their confidence and belief in my prospects in academics. To them all I say thank you.

I wish to acknowledge that, the success of this research would have not been possible without the support and assistance of different individuals and institutions. Though I cannot mention them all, I would like to convey my heartfelt gratitude to all of them for the support that has led to realization of this dissertation. However, all deficiencies or errors that may be contained in this document are absolutely my sole responsibility.

ABSTRACT

The aim of this study was to examine the factors that influence consumer buying behaviour on household products in Dar es Salaam. The study specifically sought to answer research questions related to the influence of social and cultural, psychological/personal class, demographic and economic factors on consumer buying behaviour on household products. The study employed a Descriptive design. A total of 70 questionnaires were distributed to the respondents. However, only 57 (81.4%) respondents participated in this study. These participants were selected using purposive sampling methods to ensure participants meet the criteria for the study. Data were collected using mainly questionnaires and interviews but also methods of observation and documentary reviews were used to supplement collected data as required. Theories and literatures relating to consumers' buying behaviour were reviewed and summarized and used to develop a conceptual framework, the questionnaire and interviews for studying consumers' buying behaviour on household products on supermarkets. The findings of this study did not show wide variations to studies conducted in other places and literatures. The majority of respondents agreed that social cultural factors, psychological/personal class factors, demographic factors and economic factors influence consumers buying behaviour on household products on supermarkets. The study recommends attention should put on social cultural, psychological/personal, demographic and economic factors while developing, pricing, distributing and communicating products.

TABLE OF CONTENTS

CERTIFICATION	ii
COPYRIGHT	iii
DECLARATION.....	iv
DEDICATION.....	v
ACKNOWLEDGEMENT.....	vi
ABSTRACT	vii
LIST OF TABLES	xiii
LIST OF FIGURES	xiv
APPENDIX	xvii
LIST OF ABBREVIATIONS	xviii
CHAPTER ONE	1
INTRODUCTION AND BACKGROUND TO THE STUDY.....	1
1.1 Introduction.....	1
1.2 Background to the Study.....	1
1.3 Statement of the Problem.....	2
1.4 Objectives of the Study	4
1.4.1 General Objectives.....	4
1.4.2 Specific Objectives	4
1.5 Research Questions.....	4
1.6 Significance of the Study	5
1.7 Scope and Limitations of the Study	5
1.8 Organization of the Study	6

CHAPTER TWO	8
LITERATURE REVIEW	8
2.1 Introduction.....	8
2.2 Definition of Key Concepts	8
2.2.1 Consumers.....	8
2.2.2 Consumer Products	9
2.2.3 Household	9
2.2.4 Household Consumer Products.....	9
2.2.5 Consumers' Buying Behaviour	10
2.3 Theoretical Perspectives	11
2.3.1 Bases for Consumer Decision-Making	11
2.3.2 Psychological Factors	13
2.3.3 Situational Factors	14
2.3.4 Personal Factors	14
2.3.5 Economic Theory of Information	15
2.3.6 Stochastic Models	16
2.3.7 The Buying Decision Process	17
2.4 Empirical Studies	18
2.4.1 World Related Studies	18
2.4.2 Tanzania Related Studies	22
2.4.3 Research Gap	26
2.5 Conceptual Framework of the Study	26

CHAPTER THREE	28
RESEARCH DESIGN AND METHODOLOGY	28
3.1 Introduction.....	28
3.2 Research Design.....	28
3.3 Area of the Study	28
3.4 Target Population.....	29
3.5 Sampling Design.....	29
3.5.1 Sampling Unit	29
3.5.2 Sample Size.....	30
3.5.3 Sampling Procedures	30
3.6 Data Collection Methods	31
3.7 Data Collection Instrument.....	32
3.7.1 Questionnaire	32
3.7.2 Observation	32
3.7.3 Documentary Sources	32
3.7.4 Interviews.....	33
3.8 Data Analysis and Procedures	33
3.9 Validity and Reliability Test.....	33
CHAPTER FOUR.....	35
FINDINGS, ANALYSIS AND DISCUSSION OF THE FINDINGS	35
4.1 Introduction.....	35
4.2 Characteristics of the Respondents	35
4.2.1 Status Distribution of the Respondents.....	35
4.2.2 Age Distribution of the Respondents.....	36

4.2.3	Gender Distribution of the Respondents.....	37
4.2.4	Level of Education of the Respondents	39
4.3	Findings, Analysis and Discussion of the Findings	40
4.3.1	Social and Cultural Factors on Consumer Buying Behaviour on Household Products	40
4.3.2	Culture.....	41
4.3.2.2	Subculture	42
4.3.2.3	Social Class	43
4.3.2.4	Roles and Status	44
4.3.2.5	Reference Groups.....	45
4.3.2.6	Family	47
4.3.2.7	Education	48
4.3.3	Psychological/Personal Class Factors on Consumer Buying Behaviour on Household Products.....	49
4.3.3.1	Motivation	50
4.3.3.2	Perception.....	51
4.3.3.3	Beliefs	52
4.3.3.4	Attitudes.....	53
4.3.3.5	Skills and Knowledge	54
4.3.3.6	Self-consciousness	55
4.3.3.7	Personality.....	56
4.3.3.8	Lifestyle.....	57
4.3.4	Demographic Factors on Consumer Buying Behaviour on Household Products	59

4.3.4.1	Sex.....	59
4.3.4.2	Age.....	61
4.3.4.3	Place of Domicile.....	62
4.3.4.4	Physical Environment of Purchase Place.....	63
4.3.5	Economic Factors and Consumer Buying Behaviour on Household Products	64
4.3.5.1	Price	65
4.3.5.2	Quality of Product	66
4.3.5.3	Product Branding	67
4.3.5.4	Economic Situation.....	68
4.3.5.5	Occupation	69
CHAPTER FIVE.....		72
SUMMARY, CONCLUSIONS AND RECOMMENDATIONS		72
5.1	Introduction.....	72
5.2	Summary	72
5.3	Conclusion	73
5.4	Recommendations.....	73
5.5	Areas for Further Studies	75
REFERENCES.....		76
APPENDIX		83

LIST OF TABLES

Table 4.1: Status Distribution of the Respondents	35
Table 4.2: Age Distribution of the Respondents	36
Table 4.3: Gender Distribution of the Respondents	38
Table 4.4: Level of Education of the Respondents.....	39
Table 4.5: Responses on Social and Cultural Factors Influence on Consumers Buying Behaviour on Household Products	49
Table 4.6: Responses on Psychological/Personal Class Factors Influence Consumer Buying Behaviour on Household Products.....	58
Table 4.7: Responses on Demographic Factors Influence Consumer Buying Behaviour on Household Products	64
Table 4.8: Responses on Economic Factors Influence Consumer Behaviour on Buying Household Products.....	70

LIST OF FIGURES

Figure 2.1: Conceptual Framework for the Study	27
Figure 4.1: Status of the Respondents	36
Figure 4.2: Age Distribution of the Respondents.....	37
Figure 4. 3: Gender Distribution of the Respondents.....	38
Figure 4.4: Level of Education of the Respondents	39
Figure 4.5: Influence of Culture on Consumers Buying Behaviour on Household Products	41
Figure 4.6: Influence of Subculture on Consumers Buying Behaviour on Household Products	42
Figure 4.7: Social Class as a Factor Influencing Consumers' Buying Behaviour on Household Products	43
Figure 4.8: Roles and Status Influence on Consumers' Buying Behaviour on Household Products	45
Figure 4.9: Influence of Reference Groups on Consumers' Buying Behaviour on Household Products	46
Figure 4.10: Family's Influence on Buying Behaviour on Consumers' Household Products	47
Figure 4.11: Influence of Education on Consumers Buying Behaviour on Household Products	48
Figure 4.12: The Influence of Motivation on Consumers' Buying Behaviour on Household Products	50
Figure 4.13: Influence of Perception on Buying Behaviour of Consumers on Household Products	51

Figure 4.14: The Influence of Beliefs on Buying Behaviour of Consumers on Household Products	52
Figure 4.15: The Influence of Attitudes on Buying Behaviour of Consumers on Household Products	53
Figure 4.16: The Influence of Skills and Knowledge on Buying Behaviour of Consumers on Household Products	54
Figure 4.17: The Influence of Self-consciousness on Buying Behaviour of Consumers on Household Products	55
Figure 4.18: The Influence of Personality on Buying Behaviour of Consumers on Household Products	56
Figure 4.19: The Influence of Lifestyle on Buying Behaviour of Consumers on Household Products	58
Figure 4.20: The Influence of Sex on Buying Behaviour of Consumers on Household Products	60
Figure 4.21: The Influence of Age on Buying Behaviour of Consumers on Household Products	61
Figure 4.22: Whether or not Place of Domicile's Influence on Buying Behaviour of Consumers on Household Products	62
Figure 4.23: Influence of Physical Environment of Purchase Place on Buying Behaviour of Consumers on Household Products	63
Figure 4.24: Influence of Price on Buying Behaviour of Consumers on Household Products	65
Figure 4.25: The Influence of Quality of Product on Buying Behaviour of Consumers on Household Products	66

Figure 4.26: The Influence of Product Branding on Buying Behaviour of	
Consumers on Household Products	67
Figure 4.27: The Influence of Economic Situation on Buying Behaviour of	
Consumers on Household Products	68
Figure 4.28: The Influence of Occupation on Buying Behaviour of	
Consumers on Household Products	69

APPENDIX

Appendix I: Questionnaires for Household Product Consumers and Supermarket Dealers	83
---	----

LIST OF ABBREVIATIONS

BAPs	Branded Agro-Processed Products
GM	Genetic Modified
LTD	Limited
MBA	Masters of Business Administration
OUT	The Open University of Tanzania
SPSS	Statistical Package for Social Scientists
UK	United Kingdom
USA	United States of America

CHAPTER ONE

INTRODUCTION AND BACKGROUND TO THE STUDY

1.1 Introduction

This is an introductory chapter. It provides the background of the study, statement of the problem, research objectives, research questions, significance of the study, scope and limitation of the study and organization of the study.

1.2 Background to the Study

Understanding and predicting the nature of consumer responses is vital to the evaluation of the resulting costs and benefits. Good understanding of the consumer choice behaviour for an innovative product also provides an insight for the proper development of product or service design, pricing strategy, distribution-channel and communication-strategy selection (Louviere, Hensher and Swait, 2000).

Consumer behaviour focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items (Schiffman and Kanuk, 2007). In addition, consumer behaviour may be defined as the process and activity when the consumers use to evaluate, purchase or dispose goods and services to satisfy their needs (Solomon, 2002).

Aaker (1997) asserts that there are many reasons related to consumer behaviour and why people buy or do not buy a product. According to him, such reasons could be related to quality of the product, shelf position, and advertising. If consumers have not created an attitude towards certain products or brands and are not motivated or

able to create their positions, they derive benefits from the decision-making strategy based on the attributes of products or brands (ibid). These heuristic strategies are not compensatory because a high score of one attribute cannot compensate a low score on other characteristics. It means that every attribute is compared separately and compromises among the single attributes not to be put in consideration (Schiffman and Kanuk, 2007).

A company may think that if it can provide the perfect product to the customers, they will buy it. Many customers portray brand loyalty therefore sometimes the good products cannot be competing with the good brand. However, factors influencing consumer behaviour are not only the product itself but also advertising, which can be one of the most important factors affecting purchasing decision. Typically, every company realizes an essential of advertising as it is shown in the profit and loss statement. Moreover it is noticeable that budget for advertising is always high. It is a well-known fact that advertising plays an important role in people's daily lives (Solomon, 2002).

1.3 Statement of the Problem

Consumers buying process is complicated. It depends on several factors basing on an individual or the community. Good understanding of consumers choice behaviour on products provide an insight for producers and sellers for the proper development of products, pricing strategy, distribution channel and communication strategy selection and hence satisfying their consumers and increase sales (Louviere, 2000; Salomon, 2002 and Schiffman and Kanuk, 2007).

Business trends in Dar es Salaam shows an increase of competing companies offering household products at competitive prices. The establishment of large supermarkets like TSN, Imalaseko, Shoprite, Uchumi, Nakumatt and Game sheers light on the seriousness of competition. These supermarkets do not meet their performance expectations (Mugacha, 2013). Supermarkets are facing formidable challenge of reaching out to the mass market mainly related to shortcomings in infrastructure but also their ability for providing goods that are required by the mass need to be considered. Poor performances of supermarket stores on the market can lead them to encounter losses, closed and hence affect the national economy (Mkanda, 2009).

Strategies implemented by businesses, including supermarkets, to improve their performance and influence sales in Tanzania, heavily rely on marketing campaigns to cope with the existing competition and performance but these marketing campaigns are still futile due to lack of knowledge and understanding of their consumers and their buying behaviour.

Many businesses, including supermarkets, nowadays are aimed at satisfying their customers, not knowing consumers buying behaviour will fail to satisfy their consumers needs, hence affect their profitability (Solomon, 2002). There are limited studies available that clearly identify the factors that influence the consumers' buying behaviour on household products in Dar es Salaam. Most of these studies available are focused on brand choices, and non - consumer goods buying behaviour (Sanga, 2007; Barakaeli, 2008 and Mkanda, 2009).

The aim of this study was to bridge the gap by examining the factors that influence consumers' buying behaviour in Tanzania particularly on household products since it is equally important to understand what compel the consumer to actually make a purchase, as opposed to just generating interest.

1.4 Objectives of the Study

1.4.1 General Objectives

The general objective of this study was to examine the factors that influence consumer buying behaviour on household products in Dar es Salaam.

1.4.2 Specific Objectives

Specifically, the study had the following objectives:

- (i) To examine the extent to which social and cultural factors influence consumer buying behaviour on household products.
- (ii) To determine the extent to which psychological/personal class factors influence consumer buying behaviour on household products.
- (iii) To determine the extent to which demographic factors influence consumer buying behaviour on household products.
- (iv) To examine the extent to which economic factors influence consumer buying behaviour on household products.

1.5 Research Questions

This study was guided by the following questions:

- (i) To what extent do social and cultural factors influence consumer buying behaviour on household products?

- (ii) To what extent do psychological/personal class factors influence consumer buying behaviour on household products?
- (iii) To what extent do demographic factors influence consumer buying behaviour on household products?
- (iv) To what extent do economic factors influence consumer buying behaviour on household products?

1.6 Significance of the Study

The findings of this research are of interest to policy analysts, decision makers marketing managers in their efforts to formulate policies and make decisions that impact positively on consumers' behaviours motivational approaches and retain more loyal employees. It is expected that the findings of the study will enable academicians and researchers to better understand and forecast not only of the subject of purchases but also of purchasing motives and purchasing frequency. It is further expected that the findings of this study will help the household products sellers to recognize consumer behavioural attributes and needs, lifestyles, and consumers' motives behind purchase and then make proper marketing-mix decisions. This study is also for the accomplishment of Masters of Business Administration of the Open University of Tanzania (OUT).

1.7 Scope and Limitations of the Study

Geographically, the scope of this study was delimited to three Municipalities of Kinondoni, Ilala and Temeke in Dar es Salaam. These municipalities were selected because they are on the major port city of Tanzania and centre of Government

administration, industry, commerce, banking activities, shopping malls and supermarkets. The study was limited at examining the factors that influencing consumer buying behaviour on household products in Dar es Salaam.

The major limitation for this study is that it was confined to the city of Dar es Salaam. The city was therefore considered as a good representation of the whole population. Furthermore this study only researched the consumer buying behaviour of household consumers goods, since the consumption pattern between products may differ. Consumers show a unique buying behaviour to every single product. For instance, the buying behaviour toward appliances differs from foods and beverages.

Also, this study was limited to Dar es Salaam consumers, since it was considered that consumers of different parts of the country behave differently because of the cultural factors. Although the household consumers' goods market is countywide and global, generalization of the findings of this research beyond Dar es Salaam is therefore not recommended. Finally, only some social - cultural, economic, demographic and psychological (personal) factors were selected for this study. Although there are more types of factors which influence the consumer buying behaviour, only four types were investigated in this study. This was because of time and administrative restrictions.

1.8 Organization of the Study

This study is organized into five chapters. Chapter one introduces the study. It presents the background of the study, statement of the problem, objectives of the study, research questions, significance of the study, scope and limitation of the study

as well as organization of the study. Chapter two provides the literature review related to the topic under study. It defines the key concepts used in the study. The chapter further presents the theoretical perspectives, the empirical studies, the research gap and the conceptual framework of the study. Chapter three presents the design and methodology used in the study. It explains the area of the study, the population of the study, sampling design, data collection methods, data collection instruments, data analysis procedures and validity and reliability test. Chapter four presents the findings of the study. It also analyses and discusses the findings of the study. Chapter five concludes the study. It presents the conclusion and the summary. It further offers the recommendations and areas for further studies.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter provides the literature review related to the topic under study. It first defines the key concepts used in the study. It then presents the theoretical perspectives, empirical studies, the research gap and the conceptual framework of the study.

2.2 Definition of Key Concepts

This section defines the key concepts used in the study. These concepts are consumers, consumer products, household, household consumer products and consumers buying behaviour.

2.2.1 Consumers

Consumers (or the customers) are valuable assets for any organization. Consumer is an individual or group of individuals who select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires (Schiffman and Kanuk, 2007). In other words, consumers are the eventual destination of any products or services. Organizations are striving to satisfy these consumers to be profitable (ibid). The term consumer refers to two types of consuming units; final consumer and organizational consumer. The final consumer (an individual, a family or a household) differs from the organizational consumer (a business organization, a government agency and a non-profit-making organization) in terms of behaviour and the factors affecting it. The final consumer is any individual that purchases goods or

services for either his/her own personal use (e.g clothes and dental treatment) or for his/her family use (food items and carpets or curtains for the house). In other words, the goal of his/her purchases is to satisfy his/her personal or his/her family members needs or wants. For the case of organizational consumer, they mostly purchase goods such as machinery, parts, stationery, furniture, and merchandise. The purpose of purchase is to enable them to perform their functions and to achieve their organizational objectives such as to produce products and deliver services to final consumers (Aaker, 1997 and Solomon, 2002). This study focused on consumers who bought household products.

2.2.2 Consumer Products

Consumers products are the goods and services that a consumer buys him/herself or through others in order to use (consume) them to satisfy personal own needs and wants as well as his/her family's, but not to re-sell them (Lamb *et al.*, 2001). This study adopted the same definition.

2.2.3 Household

A household consists of one or more people who live in the same dwelling and also share a meal or living accommodation. This group of people may be members of the same family or may include others nonrelatives such as servants (Haviland, 2003). The same context was used in this study.

2.2.4 Household Consumer Products

Household consumer products are products produced to sale to a consumer for use in the household or for the personal use, consumption or enjoyment of a consumer in a

household. These household consumer products include durable and non-durable products. Durable goods have a significant lifespan usually more than one year such as kitchen utensils, air conditioners, and sofas. On the other hand, non-durable products are those purchased for either immediate use or to keep it for every short span of life. Examples of non-durable goods are food, beverages, clothing, shoes and gas (Schiffman and Kanuk, 2007).

2.2.5 Consumers' Buying Behaviour

One of the present fundamental presumptions for the consumer behaviour is the fact that people often buy products not because of their main functions but for their subjectively perceived value. It does not mean that products' basic function is not important, but that the today's role of product exceeds its service limits (Salomon, 2002). Consumer behaviour is the study of when, why, how, and where people do or do not buy a product. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the buyer's decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. Such understanding is important to companies, especially in the eve of the competition. Factors affecting consumer buying behaviour are varied and not standardized (ibid).

Consumer buying behaviour is mostly limited by budgetary constraints and especially when buying seems to have a small impact on the daily life and one's lifestyle. During the sellers marketing situation, consumers had a smaller level of influence on the availability of household products and for the most part had to

contend with what was on offer (Mbura, 2014). With increased disposable income, access to information and competition has empowered consumers to demand more and to have higher expectations, especially during the era of buyers marketing situation (ibid). Consumers are no longer driven by their needs for a product but are instead driven by their wants which is a typical characteristic of the household products market.

2.3 Theoretical Perspectives

This section presents the theoretical perspectives related to the study. Consumer behaviour theorists generally believe that consumer behaviour theories can be applied globally but consumer preferences and tastes are influenced by their cultural background (Schutte and Ciarlante, 1998). Therefore, marketers and business practitioners have to recognize that consumers' attitudes and beliefs, preferences, needs and tastes towards certain products or services are greatly influenced by their culture and the society they belong to. For instance, consumers in other parts of the globe may consider price as the most important determinant in their decision to buy food items, whereas, in others, they may consider quality as the most important factor that may affect their choices. The psychological, situational and personal factors influencing consumers' decision making process and buying behaviour are hereby discussed.

2.3.1 Bases for Consumer Decision-Making

According to Kotler (1998), all consumer buying decisions generally fall along the continuum of three broad categories. These are routine response behaviour or habitual decision making; limited-decision making; and extensive decision-making

(Lamb *et al.*, 2001). The common notion is, consumer tends to be highly involved when they purchase expensive items, and less involved when they purchase low involvement products that they purchase frequently and the price is less expensive (Blackwell *et al.*, 2001).

Prior to choice decision or repurchase intention, consumers place a number of attributes in his or her choice sets, in order of importance and relevance. Among these attributes are price and quality. Consumers tend to use price as a proxy to quality (Lichtenstein *et al.*, 2004). However, studies also reveal that, besides price and quality, other cues that are also considered as more important to assess the products worth, are attributes such as brand, store name, past experience, attitude and product information (Dodds *et al.*, 1991). Brand name, for example, often signals as a cue or as a surrogate of product quality use by consumers in their evaluation of goods or services before they decide to purchase. Some scholars argue that the effect of price tends to be stronger when it is presented alone as compared to when it is combined together with brand name (*ibid*).

On the other hand, Bristow *et al.*, (2002) suggest that if consumers believed that there are differences among brands, then the brand name becomes the centre piece of information in the purchase decision or repurchase intention and the dependence on the usage of brand name in the search information will likely increase. Another branch of consumer behaviour research related to brand is that, consumers use brands to create or communicate their self-image or status (Encalas and Betman, 2003). Consumers, sometimes, associate themselves to a given brand when they make brand choice, and also make their brand choice based on associations with manufacturer's

brand name (Aaker, 1997). Besides, brand names contribute value to the consumers image, as well as the economic success of the businesses, and it also can affect preference, purchase intention and consequently, sales (Ataman and Ulengin, 2003).

2.3.2 Psychological Factors

According to Brown (2006), Hasslinger *et al.*, (2007); Kotler and Armstrong, (2007) and Stávková *et al.*, (2008), psychological factors include motivation, perception, skills and knowledge, personality, positions and style of life. These factors are commonly used in marketing field when describing, explaining and predicting consumers' behaviour.

The first factor used in marketing field is perception. Perception means the adaption of reality. The process of selection, processing and interpretation of input data from the environment to make them purposeful. Personality is the second factor used in marketing field. Personality is created by inner characteristics and by behaviour. This makes a person unique. Personal characteristics influence the way how people behave. It is, however, difficult to find a reliable connection between the individual personality and the behaviour type.

Skills and Knowledge are yet other factor used in marketing field. Skills and knowledge are connected to learning and predestinate changes of Consumers' behaviour. Therefore, to cause changes of consumer behaviour concerning the concrete product, it is necessary to give the adequate information. Learning process can come through a simple association between the impulse and the reaction to it, or through the complicated set of rational activities. The other important factor used in

marketing field are motives. Motive means the inner driving force that orients human/consumers' activities towards meeting the needs or achievement of the definite aim.

In every decision-making process several motives play a role, not only one. In case of need of measuring or analyzing, there is one questionable thing that motives often work only on the subconscious level. Positions and style of life are also among the factors used in marketing field. Positions and style of life means knowledge and positive or negative feelings which influence humans' perception and consequently decision making and behaviour. People learn their bearings through experience and interaction with other people. The eventual changes of positions are conditioned by consumers' personality and his or her style of life. Consumer generally refuses information that is in conflict with his or her positions; eventually he or she modifies them to reach correspondence.

2.3.3 Situational Factors

Situational factors can notably influence purchase decision which social environment, physical environment of the purchase place, time influences and the previous states fall into this group (Vysekalová, 2004).

2.3.4 Personal Factors

Personal factors are referred to ones unique for each consumer. Above all data like age, sex, and place of domicile, occupational and economic conditions, personality and self - consciousness can be found here (Trommsdorf, 2002).

2.3.5 Economic Theory of Information

An economic theory of information was first proposed by Stigler (1961). Accordingly, this theory assumes that the markets are characterized by price dispersions and both seller and buyer have little information about this dispersion of prices. As such, consumer has to engage in search activity in order to obtain information about the products and price at cost.

According to Avery (1996), rational consumers are assumed to search for product information/price information to a point where the marginal benefits of search are equal to the marginal costs of search. The search for product information varies in accordance to price and quality perception on products or services to be purchased. If consumers perceive that there is a high level of price and higher quality variability in the market then they should be more willing to engage in search activities for price and quality information (Avery, 1996).

Consumers purchase/repurchase intention or purchase decision for a product and/or service is driven by various reasons, which can be triggered by rational or emotional arousal (Schffmann and Kanuk, 2007). For example, consumers use brands to communicate their self-image or status, and the brand images chosen must be congruent to their own and match to groups they aspire to establish an association with (Encalas and Bettmann, 2003).

Similarly, consumers will seek for others who are significant to them for information or wish to associate or bond with, that is, the group social norms with whom consumers aspire to establish a psychological association or bonding, such as friends,

neighbours, and the like (Mourali *et al*, 2005). Besides, other factors, such as price, income, education, and other attributes also contribute to purchase decision/repurchase intention (Andaleeb and Conway, 2006).

2.3.6 Stochastic Models

Jones and Zufrydens (1980) model used demographic variables (household income and the number of children in a household) and marketing mix (price dimension) as explanatory variables to predict brand choice or purchase (criterion variable). Jones and Zufrydens model was tested using logit model estimation. The explanatory variables were categorical data and the criterion variable was metric data. Their modified model was adapted due to its flexibility.

It was suggested by the authors who developed the model that, in terms of its use, the model involves relatively straightforward parameter estimation procedure and one that is adaptable to exploratory model building (*ibid*). In other words, their intention was to develop a general model which can be used to aid in marketing decision process. Hence, it was also suggested that the model is very flexible in which the explanatory variables can be added and dropped as required by the researchers who wish to replicate or adapt the model.

However, in the current research framework, besides household income, number of children and price, additional explanatory variables of product attributes importance such as quality, brand name, product information and interpersonal influence variables were added to the model.

2.3.7 The Buying Decision Process

The consumer buying process for household consumer goods is often regarded as similar to that for other products and services. The assumption is that a consumer moves through a number of stages leading up to a purchase.

The process begins with awareness, a stage that may be initiated by promotional efforts or by word of mouth which makes the buyer becomes aware of existence of a product that can reduce his/her drive. The next stage involves the buyer obtaining more information, and as suggested previously, there are likely to be various levels of commitment depending on the nature of the purchase. This information search will result in the formation of an attitude, perhaps reinforcing an existing attitude or bringing about a change on the part of the buyer.

At the evaluation stage, the buyer will make more detailed comparisons. For example, a consumer may consider a number of destinations and will choose based on criteria such as price, recommendation, convenience or convention. Subject to time and financial constraints, the consumer will then make the purchase of most preferred product.

The purchase is followed by the final stage of the buying process, post-purchase behaviour , where a consumer is either satisfied or dissatisfied. A satisfied consumer will most probably repeat the purchase and say good things about the product to others. While, dissatisfied consumer will reduce dissonance by abandon the product or seek more confirmation information about the product (Zeithaml *et al.*, 2009 and Mbura, 2014).

2.4 Empirical Studies

This section presents the empirical studies related to this topic. These include world and Tanzania related studies.

2.4.1 World Related Studies

Kim (2009) conducted a study on factors which influence Chinese consumer behaviour when buying innovative food products. The study conceptualizes a model of Chinese consumers' purchase decision for the GM foods by empirically testing the interrelationship among the GM food purchase decision determinants with a multi-attribute model. The purpose of this study was to explore the lying factors which affect the Chinese consumer choice behaviour for the GM food. The assumption was that a clear understanding of the determinants of consumers' GM food choice may enable policy makers and marketers to build effective policies and marketing strategies and to establish market position of the GM food. The findings revealed that consumers' perceived concern toward the subjects such as limited information availability and environmental issues. This study was conducted in China a place where differ with Tanzanian culture. The study was also concerned with consumers choice behaviour to GM food. These findings cannot be directly applicable in Tanzania. This study based on consumers buying behaviour on household products in Tanzania.

Young *et al.* (2008) conducted a study on sustainable consumption, the case being green consumer behaviour when purchasing products. The study investigated the purchasing process for green consumers in relation to consumer technology products

in the UK. Data was collected from 81 self-declared green consumers through in depth interviews on recent purchases of technology products. The study found out that a green consumer purchasing model is developed and success criteria for closing the gap between green consumer's values and their behaviour.

The study concluded that incentives and single issue labels (like the current energy rating label) would help consumers concentrate their limited efforts. More fundamentally the study revealed that "being green" needs time and space in peoples' lives that is not available in increasingly busy lifestyles. The implications for policy and business were proposed. This study concentrated on green consumer behaviour only in the UK which is very different to Tanzania. Thus, there was a need to conduct a study in Tanzania to determine factors influencing consumers buying behaviour in Tanzania.

A Strategic Household Purchase: Consumer House Buying Behaviour was a study conducted by Koklic and Vida (2009) in Slovenia. The aim of the study was to examine consumer house-buying behaviour from the consumers' perspective. In view of the existing literature exploring consumer decision making, the purpose of this research was threefold to propose a conceptual model of consumer decision making within the frame of consumer behaviour; to gain knowledge of factors impacting this process from the empirical standpoint with the focus on prefabricated house purchases; and to offer implications for beneficial purchases of prefabricated houses.

The findings from their in-depth interviews with recent owners and potential buyers of a custom-made prefabricated house suggested that cognitive and rational factors

do not offer sufficient explanation of consumer behaviour in the case of a high-involvement product such as a house. In addition to the idiosyncratic characteristics of the customer, his/her personal situation and environmental factors, the study suggested that the role of feelings, experience, subconscious factors, needs and goals should to be taken into account to better understand this kind of decision making.

The study offers knowledge of consumers' behaviour while buying houses which high involvement products and are very different to household products which are low involvement products. Consumers may indicate different behaviours on each of these products. Thus, it was thought that, there was a need to study consumers' buying behaviour to household products in Tanzania.

Stávková *et al.* (2008) conducted a study on the factors which influence consumer behaviour. The main aim of the study was to understand the influence of factors biasing purchase decisions connected with measurement of consumers' involvement. Consumption expenditures were purposefully subdivided according to the classification made by the Statistical Office of the European Communities. The performed survey showed that the most important factors biasing purchases of all commodity groups are products' characteristics and the perceived quality.

Together with these goes the factor of price, nevertheless for example for the commodity group health price did not appear in the scale of the perceived importance at all. In the study, factor necessity of need proved to be significant for decision making about the purchase of all commodities with the exception of alcoholic drinks, tobacco and recreation. The study further revealed that, former experience compared

to that is not crucial for clothing and footwear and housing equipment and contents. For alcoholic drinks and tobacco, there has notably approved also the factor brand. These analysis enable disclosure of rules of consumer decision making and thereby definition which factors for individual commodities should be targeted by the help of the marketing doyens or where the gradual changes should be achieved. This study was conducted outside. It was therefore thought necessary to conducted a study in Tanzania.

Prameela and Husain (2007) conducted a survey on short communication consumer choice of branded agro-processed products in Kannur municipality of Kerala state. A survey was conducted among 150 household consumers of Kannur municipality in northern Kerala to identify the factors which influence purchase decision/consumer choice of Branded Agro-processed Products (BAPs) manufactured by private and cooperative sector organizations.

The findings revealed that product features (taste, freshness, and shelf life) and advertisement determine the consumer choice of BAPs such as sambar powder, meat masala, rasam powder, pickle, and jam. There was, however, no significant difference between the brands made by the cooperatives and private sector organizations in this regard. This study does not explain the effects of consumer personal factors on their buying behaviour especially for household products, a gap which this study intended to fill.

Haque *et al* (2009) conducted a study on factors which influence buying behaviour of piracy products and its impact to Malaysian market. The primary attempt in this

study was to explore the influencing factors of the Malaysian consumers toward the pirated products. To explore these factors, this study conducted a survey among the Malaysian consumers. The findings of the study revealed that there is significant relationship between the consumers' perception and the social influence, personality or believe, pricing and the economy toward the piracy. The findings also revealed that society has strong influence on the consumers' personality and believes, that leads to grow consumers' perception.

On the other hand, it revealed that most of the respondents are willing to buy pirated product because of cost effective. Since, price plays a key role to convey individuals toward price sensitive, therefore it is important for the marketers or producers to be attentive of pricing. More importantly marketer can decrease the production cost and secondly, they show intention to reduce their profit margin. To perform all those necessary steps need to set up the price by considering the all income groups. This will help to reduce the consumers' consumption of pirated goods. Though, there is no doubt about the quality of original products but they should look at the price. This study does not explain how consumers' personal factors influence their buying behaviour on pirated goods, a gap which this study intended to fill.

2.4.2 Tanzania Related Studies

Barakaeli (2008) conducted a study on factors which influence consumer buying decisions in mobile phones market in Tanzania. The aim of the study was to find out how do different markets strategies e.g. pricing, promotion, presence of reliable supplier (distribution) and product attributes influence the consumer buying decision in the mobile phones markets. In this study the questionnaire survey was used as the

method of data collection where by a total of 90 respondents were surveyed in the three municipals of Dar es Salaam city; Kinondoni, Temeke, and Ilala. The data obtained were analyzed using Statistical Packages for Social Science (SPSS) and both descriptive and hypothesis testing through the data obtained was carried out. From the data analysis, the findings revealed that pricing, some product attributes, price and presence of reliable supplier influence the consumer buying decision in mobile phone markets. From the findings of this study promotion/advertisement contributes less to consumer buying decision due to poor techniques used during promotion that discourage customers.

The study recommended to manufacturers and marketers that the product attributes like quality and size as well as price and presence of reliable supplier influenced consumer buying decision. Therefore, they need to improve and put more efforts on them by introducing mobile phones of higher quality offered at low price and increase availability of the phones. They also need to take into consideration other factors which can influence consumer buying decision like the nature of the customers, buying classes, social class and other environmental and economic factors.

The policy implication of this study is that; the government and other stakeholders like Fair Competition Commission should ensure that the manufactures or importers of mobile phones from abroad offer/import phones of good quality so as to meet customers' satisfaction and enhance their buying decisions. However, the study does not explain the effects of consumers' personal factors on buying behaviour of mobile phones.

Sanga (2007) conducted a study on the factors which influence consumer brand choice and purchasing decision making process, the case being bottled drinking water in Tanzania. The overall objective of this study was to assess the attributes that influence the customers in buying bottled drinking water in Tanzania.

Rather than trying to understand all the various decision-making criteria involved in brand choice and the buying decision process, the study focused solely on seven attributes and examined what percentage of each attribute contributed to the final decision. These included, price, brand, corporate image and packaging elements (package colour, package shape, further usage package and package size). The study findings suggest that price as well brand have got strong influence towards customers brand choice and purchasing decision process making. This implies that bottled water manufacturer and marketer should put more weight on these factors when designing their brands product.

The findings also revealed that price and brand attributes do not stand alone on influencing customer of bottled water in their buying decision process. Packaging elements (i.e. package colour, package shape, further usage package and package size) and corporate image attribute go hand on hand in influencing customer brand choice and purchasing decision-making process. The study found that, bottled companies should understand consumer needs and wants and all market efforts toward bottled water consumer by considering the above attributes. The study also revealed that customer characteristics in terms of sex, education level, occupation, and location develop different consumer attitudes towards brand choice. Thus, all marketing programs should address its customer need by considering of the above

customer characteristics. This study was confined to consumers' behaviour on drinking waters only thus, the findings cannot be applied for other products such as household consumer goods.

Mkanda (2009) assessed some products, price, quality, package, label and promotional factors that affect consumer choice of brand the case being carbonated soft drink brands in Tanzanian market. This study analyzed the consumer buying behaviours of carbonated soft drinks in the Tanzanian market. It investigated critical product attributes that influence consumer preference for a particular brand of carbonated soft drink. It examined consumer buying behaviour and assessed some product, price, quality, packages, label and promotional issues that affect the choice of brand by consumers.

The aim of the study was to contribute to theoretical knowledge and at the same time guide market practitioners in deciding on which of the best market tactics to adopt. The research methodology consisted of a survey of 167 carbonated soft drinks consumers from five regions, through the use of a standard questionnaire. Chi-square statistical method and technique was used to measure the indicators while multiple regression method was used for testing the hypotheses.

Five hypotheses were empirically tested and the findings revealed that there is a significant negative relationship between the price of the pack and the choice of brand of carbonated soft drinks. Regarding quality the findings revealed that the perceived quality of the product negatively influenced the decision to purchase a carbonated soft drinks brand. The negative correlation might result from the fact that

consumers often judge the quality of the products on the basis of variety of information cues that they associate with products. Generally, the study found out that the explanatory variables greatly influence the decision to purchase carbonated soft drink brands on the Tanzanian market.

The study recommended that carbonated soft drinks companies should redirect their resources to fund projects that will address marketing issues that are relevant to consumer so as to sustain loyalty. Also, the study strongly advised the government to create a sustainable business environment by revising its taxation, import and export policies to safeguard the local soft drinks industry. This study failed to determine the factors which affect consumer behaviour as it focused on products critical attributes.

2.4.3 Research Gap

All the above studies examined the factors related to product purchasing behaviours. The studies based on factors such as products' attributes, consumer involvement, specifically on non- consumer products or consumers' buying behaviour for none consumers goods at other places some time ago. All of them provided the gap of time and place hence they were not relevant to Tanzania, especially Dar es Salaam. Thus, this study minimized the gap in the study literature by studying the factors influencing consumer buying behaviours on household products in Dar es Salaam, Tanzania.

2.5 Conceptual Framework of the Study

Figure 2.1 provides the conceptual framework of this study.

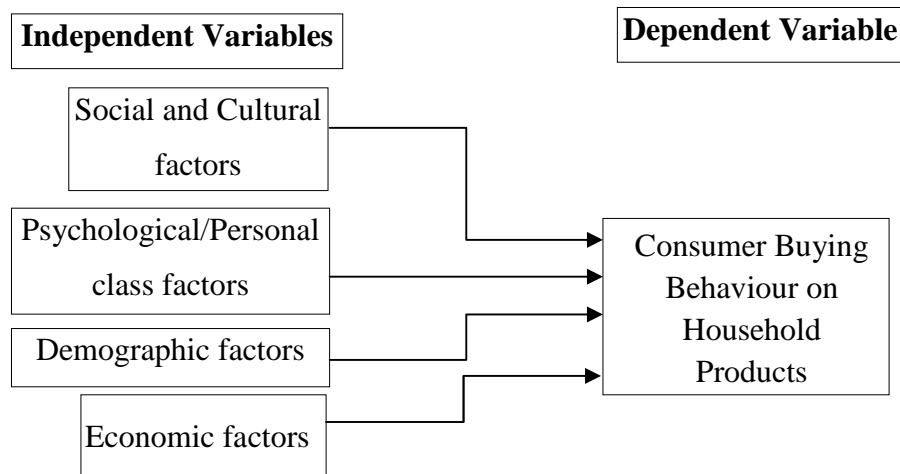


Figure 2.1: Conceptual Framework for the Study

Source: Own Developed Model (2013)

As indicated in Figure 2.1 the conceptual framework, independent and dependent variables were interrelated and there was no way they could be separated. Dependent variables are variables that researchers measure in order to establish the change or effect created on them. A dependent variable waits for the effect of an independent variable. For example, In this study social and cultural factors, psychological/personal class factors, demographic factors and economic factors were independent variables resulting to consumer buying behaviour on household products which was dependent because they relied on the effects of the four.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1 Introduction

This chapter presents a comprehensive view of the methodology adopted for the present investigation undertaken to know the factors influencing consumer buying behaviour on household products in the study area. This chapter is mainly about the discussion and justification of the various methods and techniques used in the study. Henceforth this chapter represents the research design, area of the study, sample and sampling procedures. It is also presents data collection methods, data collection instruments, data analysis procedures as well as the validity and reliability test.

3.2 Research Design

This study adopted a descriptive design. Hartley (2004) contends that, descriptive studies tend to be inductive as they piece together evidence to support theory development. According to him, depth of understanding is important to the author. Morris and Wood (1991) and Fisher (2004) also suggest that descriptive studies are more appropriate for an in depth understanding of a particular situation. Punch (1998) argues that while there may be a variety of specific purposes or research questions, the general objective of the study is to develop as full an understanding of that study as possible.

3.3 Area of the Study

Dar es Salaam is the economic capital of Tanzania with over four million inhabitants (Census, 2012). The relatively high population growth rate is due to increased birth

rates, immigration rates, and more significantly by transient population. Dar es Salaam has a unique status, being the major City of Tanzania and the center of government administration, industry, commerce, banking activities shopping malls and supermarkets. Dar es Salaam is also the major port City of Tanzania. Thus, the research area was selected due to business opportunities available and many shopping malls and supermarkets where by people have a wide choice of household products.

3.4 Target Population

The study was conducted in Dar es Salaam region. Thus, the target population was males and females' household products consumers and supermarket dealers. The population for this study was 70 respondents. These were categorized as follows; 45 household products consumers from Kinondoni, Ilala and Temeke Municipalities. Also consisted of 25 supermarket dealers from Game, Shoprite, Imalaseko, Shoppers Plaza and Uchumi.

3.5 Sampling Design

It was important to select the most appropriate sampling technique to obtain the required data to answer the proposed research question. The design in this study included sampling unit, sample size and sampling procedures.

3.5.1 Sampling Unit

Sampling unit was reflected in the focus of factors influencing consumers buying behaviour on household products in Dar es Salaam. The individual opinion was

collected in several supermarkets and shopping malls in Dar es Salaam. The unit of analysis included consumers and supermarkets dealers.

3.5.2 Sample Size

The study drew the required number of elements for study from a larger population. Analysis was carried normally on the sample whereas conclusions were referred to the whole population. The sample was required to have similar characteristics of the population since it was picked in a manner that makes it has an appropriate representative of the whole population as also noted by Mbeche (2004).

The objective of this study was to obtain a sample that is representative of household products consumers and to describe the factors which influence their purchasing decision. A total of 70 respondents were selected whereby 15 respondents were selected from each municipal namely Kinondoni, Ilala and Temeke and 5 from each supermarket dealers namely Game, Shoprite, Imalaseko, Shoppers Plaza and Uchumi. Out of 70 selected participants, 57 (81.4%) responded to the research questionnaires.

3.5.3 Sampling Procedures

According to Kothari (2006), sampling procedure is a technique used in selecting the items for the sample. He adds that the procedure stands for the sample itself. In addition, Saunders *et al.* (2007) assert that the sampling procedures available can be divided into two types. The first is probability or representative sampling which is the one where the chance of each case being selected from the population is known

and is usually equal for all cases. The second type is non-probability or judgmental sampling which is the one where the chance of each case being selected from the total population is not known.

During the study, a non-probability or judgmental sampling was used. In particular, the study used purposive sampling in order to obtain a sample which was a true representative of the population and usually tried to ensure that a range from one extreme to the other was included. This is because the main purpose of the study was to examine the factors which influence consumer buying behaviour on household products in Dar es Salaam.

In addition, non-probability sampling was used instead of probability or representative sampling because the former was cheaper and easier as the sampling frame was available which provided different ranges of ideas that respondents had in their minds.

3.6 Data Collection Methods

Primary data was collected by means of structured questionnaire and semi-structured interview. Secondary data was collected through a review of relevant information, published documents on factors influencing consumer buying behaviour on household products in Tanzania and globally. Other information was gathered from key institutions involved in the design, in an attempt to demonstrate for those themes and hypotheses that they were supported data collection and conditions under which they hold the truth.

3.7 Data Collection Instrument

This study used four instruments to collect data. These were questionnaire, observation, documentary sources and interviews.

3.7.1 Questionnaire

A questionnaire is a method of collecting data which used a set of question for collecting data (Kothari, 2006). A structured questionnaire was used to collect data. This served as primary data to answer the research questions and objectives. The questionnaires consisted of 5 distinct sections, each of which contained question pertaining to different parts of the study.

3.7.2 Observation

Observation method allowed the researcher to observe how respondents conducted their day-to-day shopping behaviour. Due to the fact that the researcher conducted the study through direct participation, hence there was a possibility to see and accumulate data from the events associated to the selected topic.

3.7.3 Documentary Sources

Documentary review involved the review of existing literatures that provided key concepts currently in use in any area of interest. Various material records documents, books, journals and websites were reviewed.

This method data of collection was suitable because most of employees and their manager failed to respond to all imposed questions due to lack of correct memories and shortage of time.

3.7.4 Interviews

Semi structured Interviews were conducted. Interviewees included household product consumers and supermarket dealers in order to fill the information gaps.

3.8 Data Analysis and Procedures

Qualitative and quantitative data were analyzed by using the computer program (excel) so as to safeguard the drawing of conclusions concerning this study. During analysis however, the non-standardized and complex nature of data, which were collected, were classified into categories before they were meaningfully analyzed. Moreover, the data collected were presented in charts, tables, and word-reporting systems. The process of analysis aimed at determining whether the data collected support or reject the objectives and the research questions formulated before going to the field to collect the information.

3.9 Validity and Reliability Test

The issue of validity was addressed by ensuring that question content in the data collection instruments (interviews, observation, and focus groups) directly concentrated on the research objectives. The study addressed external validity through various means. A sample was selected which allowed for a subject to be viewed from all relevant perspectives. Furthermore, this study was able to ensure the validity of the findings through a quantitative survey of the semi-structured interviews, where the categories counted was derived from the theoretically defined concepts. According to Silverman (2006), simple counting techniques, theoretically derived and ideally based on participants' own categories offer a means to survey the

whole groups of data, test and to revise their generalizations, and remove doubts about the accuracy of their impressions about data.

Reliability was improved in the data analysis process. The availability of similar information from different sources was ensured. Information that appeared to be consistent and non-controversial was considered as reliable. The instruments were always administered in a consistent fashion. Furthermore, when subjective judgments were required, specific criteria was established that dictated the kinds of judgments the researcher made. In addition, thick descriptions of the qualitative study findings was provided to maximize the transferability of the study findings and inferences to other people and settings which were similar in the context of this study.

CHAPTER FOUR

FINDINGS, ANALYSIS AND DISCUSSION OF THE FINDINGS

4.1 Introduction

This chapter presents the study findings. It analyses and discusses the findings as per the objectives of the study stated in chapter one. It first explains the demographic characteristics of the respondents. It then presents, analyses and discusses the findings of the study.

4.2 Characteristics of the Respondents

This section presents the characteristics of the respondents in terms of status, age, education level and gender of the respondents.

4.2.1 Status Distribution of the Respondents

Questionnaires were distributed to household products consumers and supermarket dealers asking respondents to indicate whether they belong to household consumers' or supermarket dealers. 57 (81.4%) respondents responded to questionnaires out of which 41 (71.9 %) were household product consumers while 16 (28.1%) were supermarket dealers. Table 4.1 and Figure 4.1 provide the findings.

Table 4. 1: Status Distribution of the Respondents

Status	Frequency	Percentage (%)
Household products consumers	41	71.9
Supermarket dealers	16	28.1
Total	57	100

Source: Field Data (2013)

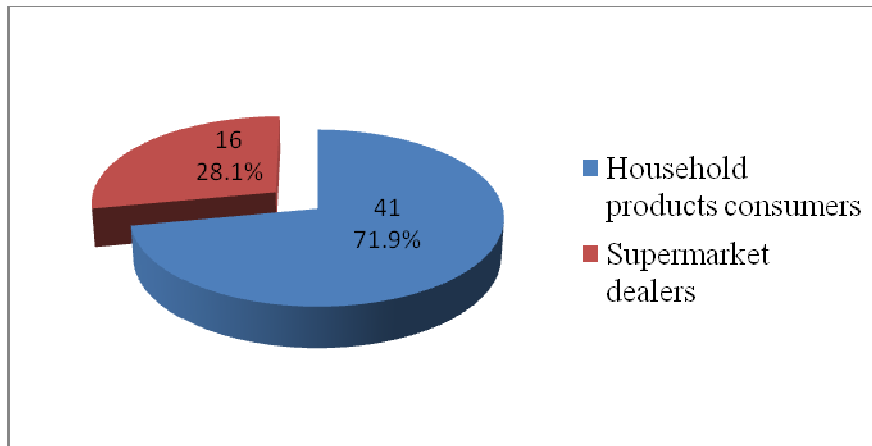


Figure 4.1: Status of the Respondents

Source: Field Data (2013)

As shown in Table (4.1) and Figure (4.1), household products consumers were 41 (71.9%) while supermarket dealers were 16 (28.1%) of the total respondents. This implies that the majority of respondents who participated in this study were household products consumers due to the requirements of the sample size.

4.2.2 Age Distribution of the Respondents

The respondents were asked to indicate their age. Table 4.2 and Figure 4.2 illustrate the age of the respondents.

Table 4.2: Age Distribution of the Respondents

Age Range (in years)	Frequency	Percentage (%)
Below 26	3	5.3
26 – 35	26	45.6
36 – 45	17	29.8
46 – 55	7	12.3
Above 55	4	7.0
Total	57	100

Source: Field Data (2013)

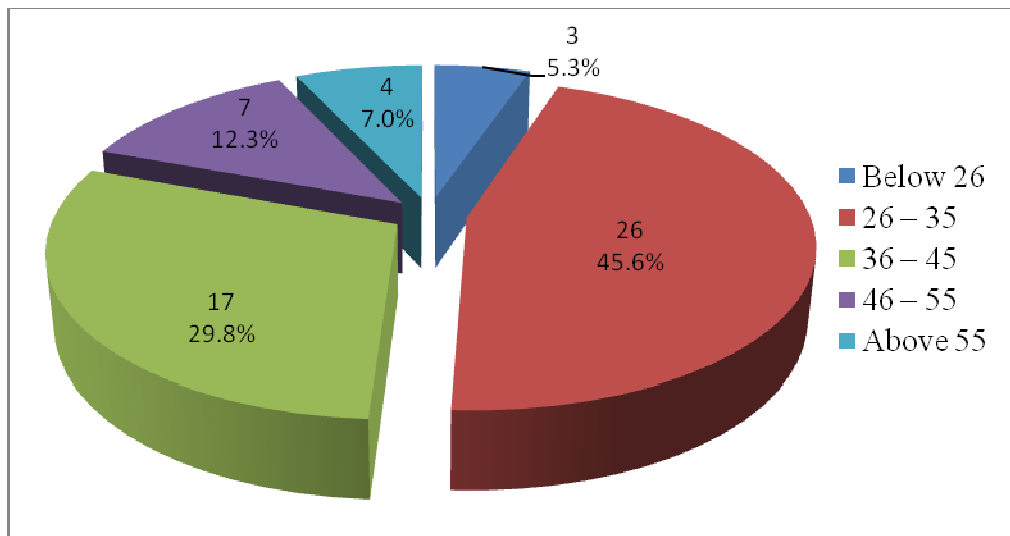


Figure 4.2: Age Distribution of the Respondents

Source:Field Data (2013)

Table 4.2 and Figure 4.2 indicate the distribution of the respondents who participated in this study according to their ages, from the figure and the table, 3 (5.3%) of the respondents aged below 26 years, 26 (45.6%) of them were within the ages of 26 to 35, while 17 (29.8%) of the respondents fell within the ages of 36 to 45 years, 7 (12.3) were in the age group of 46 to 55 and 4 (7.0%) were aged above 55 years.

The presented age distribution of the respondents had implication in the study as it indicate that the large number of respondents were between 26-55 years old which were 87.7% of the entire sample. This implies that, the people of that particular age group are more active in shopping activities than their younger and senior counterparts because they belong to working group with high income earnings.

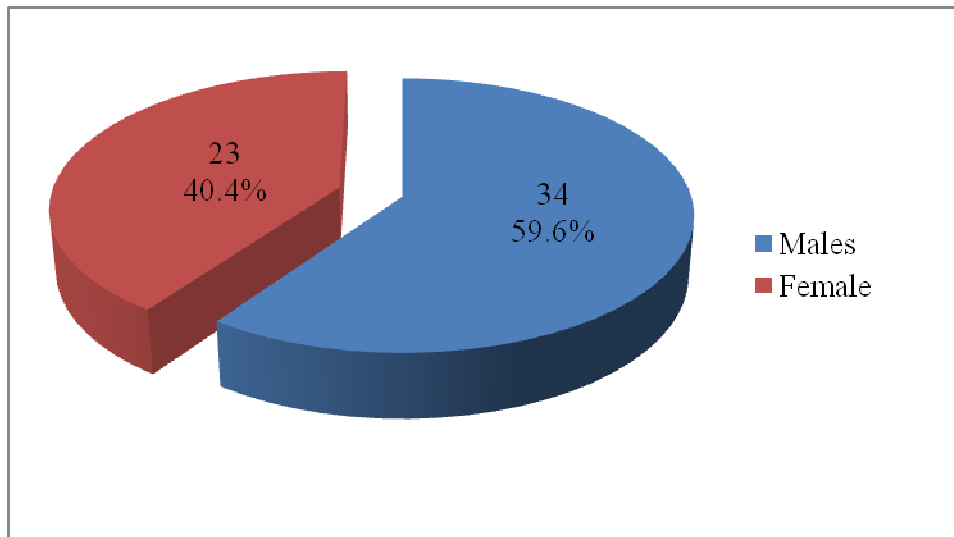
4.2.3 Gender Distribution of the Respondents

The respondents were asked to indicate their gender and their responses are as shown in Table 4.3 and Figure 4.3.

Table 4.3: Gender Distribution of the Respondents

Gender	Frequency	Percentage (%)
Male	34	59.6
Female	23	40.4
Total	57	100

Source: Field Data (2013)

**Figure 4. 3: Gender Distribution of the Respondents**

Source: Field Data (2013).

Table 4.3 and Figure 4.3 reveal the gender distribution of the respondents participated in this study. Out of 57 of respondents, 34 (59.6%) of them were males while 23 (40.4%) of the respondents were females. As the samples were randomly selected, it might be concluded that gender can influence consumer behaviour in terms of the roles males and females are expected to play. In Dar es Salaam the number of males with higher earnings and those who has a tendency to shop has been growing steadily compared to females. This implies that, gender has an influence in consumer buying behaviour of household products.

4.2.4 Level of Education of the Respondents

The respondents were asked to indicate their education level from primary school, secondary school, college or university. Their responses are as shown on Table 4.4 and Figure 4.4.

Table 4.4: Level of Education of the Respondents

Level of Education	Frequency	Percentage (%)
Primary Education	4	7.0
Secondary Education	9	15.8
College	16	28.1
University	28	49.1
Total	57	100

Source:Field data (2013)

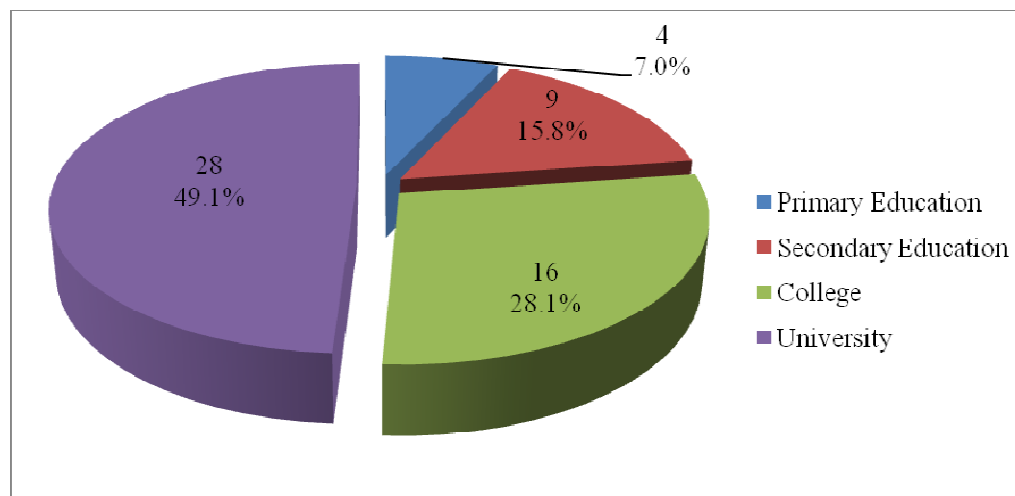


Figure 4.4: Level of Education of the Respondents

Source:Field Data (2013)

The findings reveal that out of 57 respondents, 4 (7.0%) of the respondents had primary level education, 9 (15.8%) respondents had secondary level of education, 16 (28.1%) respondents had college education and 28 (49.1%) respondents had university degrees. This entails that most of the people in Dar esSalaam become

more objective in their judgment about products in the market because of their level of education.

The educated elites represented by 44 (77.2%) respondents who had university and college level of education, belong to a class that cannot accept anything without critical analysis of need and satisfaction they intended to get from the product. The education level of respondents was very necessary in this study in order to get views and opinions from different levels of education.

4.3 Findings, Analysis and Discussion of the Findings

This section presents the findings of the study. It also analyses and discusses the findings. The objectives of the study were to examine the extent to which social and cultural factors influence consumer buying behaviour on household products, to determine the extent to which psychological/persona class factors influence consumer buying behaviour on household products, to determine the extent to which demographic factors influence consumer buying behaviour on household products and to examine the extent to which economic factors influence consumer buying behaviour on household products.

4.3.1 Social and Cultural Factors on Consumer Buying Behaviour on Household Products

The first objective of this study was to determine the extent to which social and cultural factors influence consumer buying behaviour on household products. Culture, Subculture, social class, roles and status, reference groups, family and

education factors were identified as social and cultural attributes whereby respondents were asked and responded on how these factors influence their behaviour on buying household products.

4.3.2 Culture

Respondents were asked about the influence of culture on consumer buying behaviour on household products. Figure 4.5 illustrates responses of the respondents;

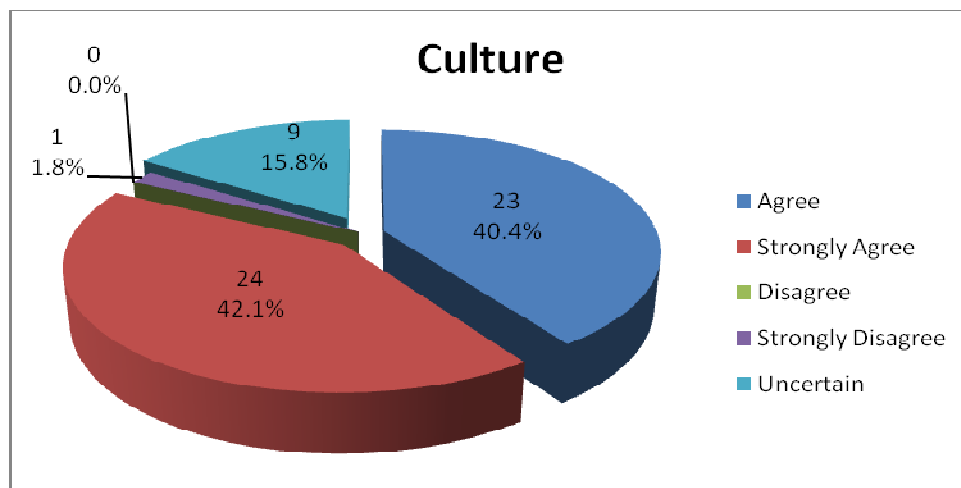


Figure 4.5: Influence of Culture on Consumers Buying Behaviour on Household Products

Source: Field data (2013)

Figure 4.5 indicates that, almost all respondents agreed that culture has influence on buying behaviour of the consumers on household products although at different levels. It shows that 24 (42.1%) respondents agreed strongly while 23 (40.0%) respondents agreed. So overall, 47 (82.1%) respondents either agreed or strongly agreed with the statement that culture has influence on consumer buying behaviour of household products. Moreover, none of the respondents disagreed, while 1 (1.8%) respondent strongly disagreed and 9(15.8%) respondents were uncertain that culture

has an influence on their behaviour towards buying various products. Thus, majority of the respondents agreed that culture influences their behaviour on buying household products. The study by Vijayalakshmi and Mahalakshmi (2013) also found culture to have influence on consumers' buying behaviour. Sellers, in this case supermarkets are required to pay attention on the culture of their customers in deciding what to sell.

4.3.2.2 Subculture

Respondents were asked whether subculture has influence on consumer buying behaviour for household products or not. Their responses are as shown in Figure 4.6.

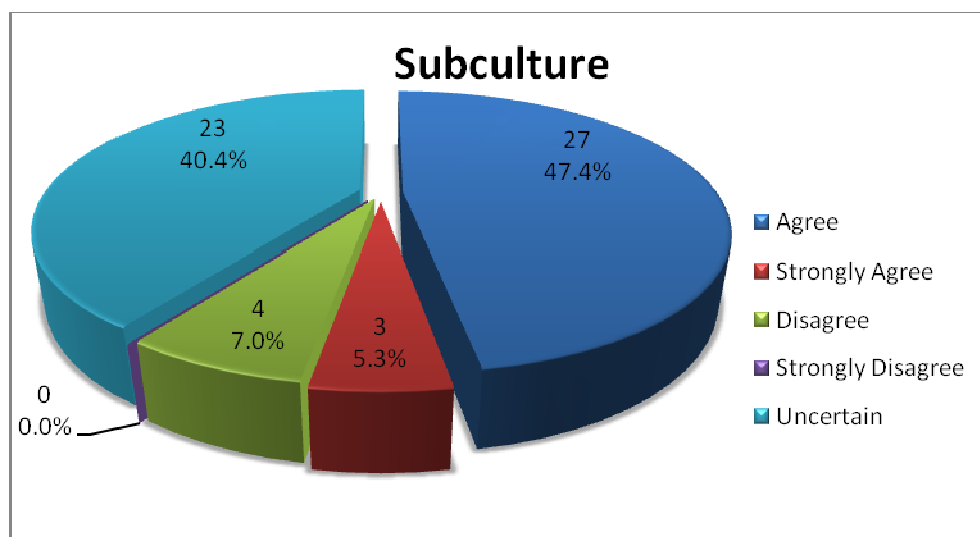


Figure 4.6: Influence of Subculture on Consumers Buying Behaviour on Household Products

Source: Field Data (2013)

Figure 4.6 illustrates that, 27 (47.4%) respondents agreed and 3 (5.3%) respondents strongly agreed. In total, 30 (52.7%) respondents either agreed or strongly agreed that subculture influences consumer behaviour on purchasing household products. On the other hand, 4 (7%) respondents disagreed while 23 (40.4%) respondents were

uncertain and none of the respondents strongly disagreed. From the above figure, it can be revealed that majority of the respondents agreed that subculture influences their behaviour on purchasing household products.

These findings are also at par to the findings of Vijayalakshmi and Mahalakshmi (2013) concerning subculture's influence on consumers' buying behaviour. According to them, subculture includes factors such as religions, nationalities, geographic regions, racial groups and the like. Supermarkets can use these groups by segmenting the market into various small portions. For example, supermarkets can design products according to the needs of a particular racial group.

4.3.2.3 Social Class

The respondents were asked whether or not the social class factor has the influence on consumer buying behaviour on household products. Their responses are as shown in Figure 4.7.

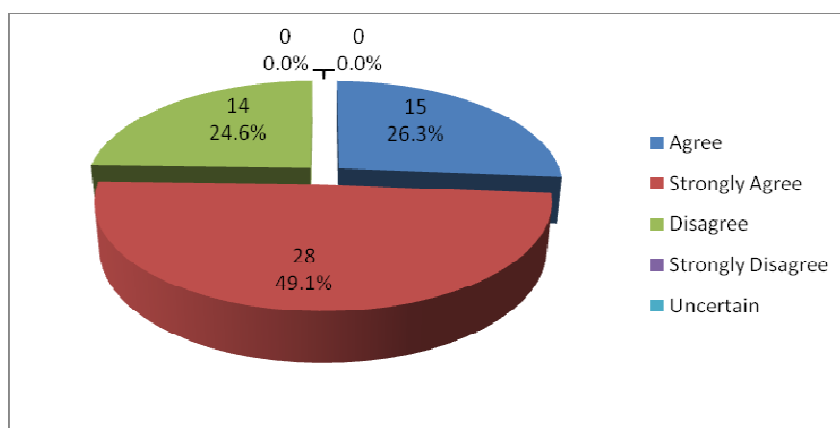


Figure 4.7: Social Class as a Factor Influencing Consumers' Buying Behaviour on Household Products

Source: Field data (2013)

Figure 4.7 indicates that, 28 (49.1%) of the respondents strongly agreed and 15 (26.3%) respondents agreed. Therefore, 43 (75.4%) either strongly agreed or agreed that social class has an influence on consumer buying behaviour on household products. However, 14 (24.6%) respondents disagreed while none of the respondents neither strongly disagreed nor was uncertain. From the findings, it can be revealed that majority of the respondents agreed that social class has influence on consumer buying behaviour on household products.

The findings of this study are in line with those of Halson and Baron (1994). They identified that higher-class individuals have ability to pay for goods and services and this determines the material affluence of one's lifestyle in comparatively lower socioeconomic class that has to mainly purchase product on the basis of utility and resources.

4.3.2.4 Roles and Status

Respondents were asked to express their views on roles and status as factors influencing consumer buying behaviour on household products. Figure 4.8. illustrates the findings;

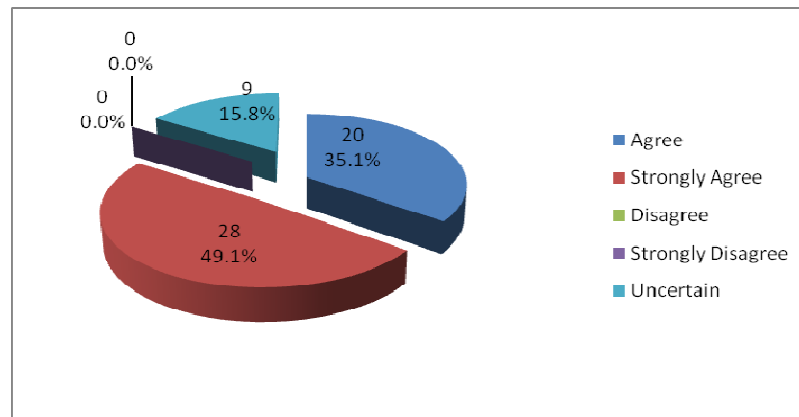


Figure 4.8: Roles and Status Influence on Consumers' Buying Behaviour on Household Products

Source:Field data (2013)

Figure 4.8 provides that, 20 (35.1%) of the respondents agreed and 28 (49.1%) respondents strongly agreed. Overall 48 (84.2%) of the respondents either agreed or strongly agreed that roles and status have influence on consumer buying behaviour. On the other hand, none of them neither disagreed nor strongly disagreed. However, 9 (15.8%) respondents were uncertain about it. Therefore, majority of the respondents agreed that their behaviour towards buying household products have been influenced by roles and status. This finding is supported by that of Uzosike (2011) who also found roles and status to have influence on consumers buying behaviour.

4.3.2.5 Reference Groups

Respondents were asked to express their views on whether or not reference groups influence buying behaviour on household products. The reference groups included buyerreference groups such as family members, friends, social organizations, professional institutions and trade. Their responses are shown in Figure 4.9.

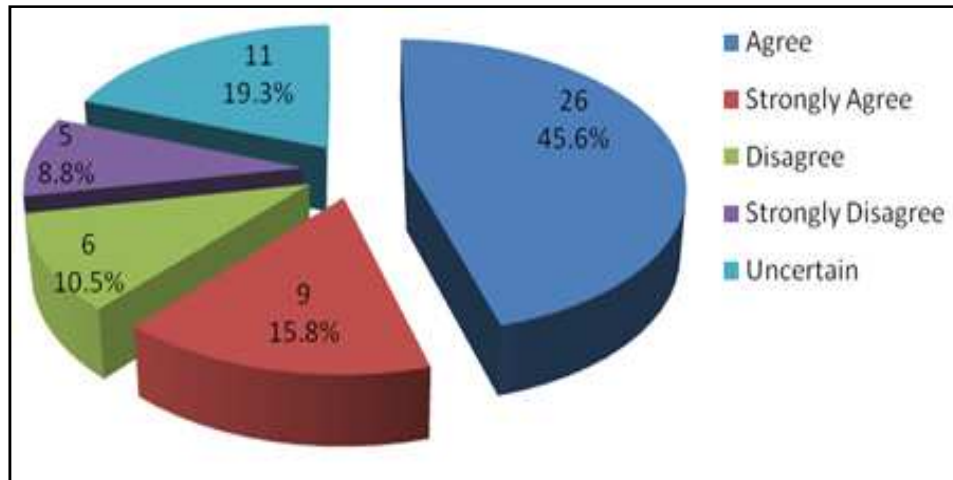


Figure 4.9: Influence of Reference Groups on Consumers' Buying Behaviour on Household Products

Source: Field Data (2013)

Figure 4.9 shows that, 26 (45.6%) of the respondents agreed while 9 (15.8%) respondents strongly agreed. Therefore, a total number of 35 (61.4%) of the respondents either agreed or strongly agreed that reference groups have a big influence on buying behaviour of the consumer, specifically on household products. 6 (10.5%) respondents disagreed and 5 (8.8%) respondents strongly disagreed, while 11 (19.3%) were uncertain about it.

Thus, from the findings it revealed that majority of respondents agreed that reference groups have influence on consumer buying behaviour of household products. These findings are supported by Nesae (2009). He noted that reference groups heavily influence the selection and specific brand. According to him, reference groups somehow affect the value and behaviour of others. He adds that most of the purchases affect ideas and opinions of the reference group.

4.3.2.6 Family

Respondents were further asked if family factor has the influence on consumer buying behaviour on household products. Their responses are as shown in Figure 4.10.

Figure 4.10 indicates that 11 (19.3%) of the respondents agreed and 26 (45.6%) respondents strongly agreed. However, 8 (14.0%) respondents disagreed, while 6 (10.5%) respondents strongly disagreed and 6 (10.5%) respondents were uncertain that the family has an influence on buying behaviour of the consumer. Therefore, majority of the respondents agreed that family has an influence on consumer buying behaviour on household products.

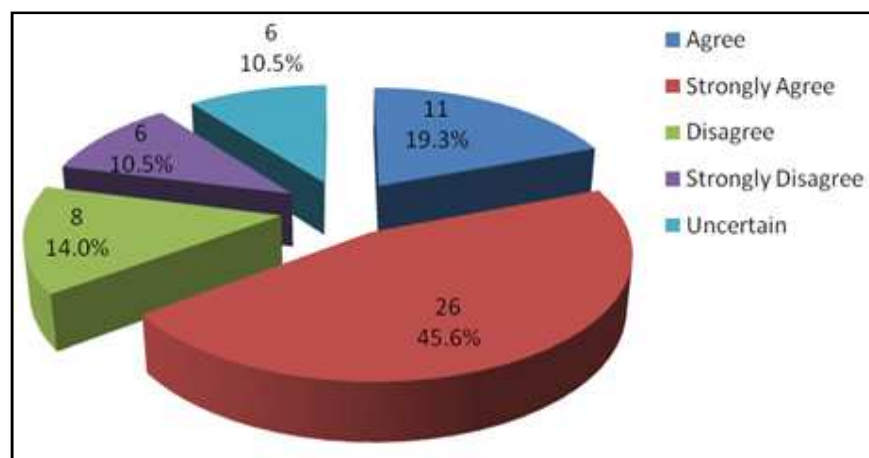


Figure 4.10: Family's Influence on Buying Behaviour on Consumers' Household Products

Source:Field data (2013)

Uzosike (2011) found similar findings. In her findings, she revealed that household products are purchased because of the family pressure. It was noted that the respondents were of the opinion that either collective effort of the husband and wife in the family or the request of the individual within the family could be a motive that can lead to the purchase of most of household products.

4.3.2.7 Education

Respondents were asked whether or not education has an influence on the buying behaviour. Figure 4.11 provides the findings:

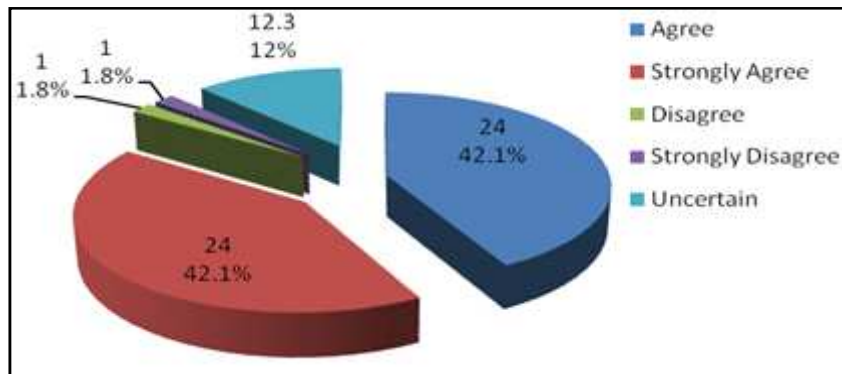


Figure 4.11: Influence of Education on Consumers Buying Behaviour on Household Products

Source: Field Data (2013)

Figure 4.11 indicates that 48 (84.2%) of all the respondents either agreed or strongly agreed that education has an influence on consumer buying behaviour of household products. 24 (42.1%) of the respondents agreed while 24 (42.1%) of the respondents strongly agreed. On the other hand, 1 (1.8%) respondent disagreed and 1 (1.8%) respondent strongly disagreed while 9 (15.8%) of the respondents were uncertain. Thus, the findings revealed that vast majority of the respondents agreed that education has an influence on consumer buying behaviour of household products.

Similar study was conducted by Mazloui *et al* (2013). The study concluded that the education level of consumers' affect their purchasing behaviour, specifically on persons who are highly educated. The findings on social cultural factors are summarized in Table 4.5 where; Agree = 1, Strongly agree = 2, Disagree = 3, Strongly disagree = 4 and Uncertain = 5.

Table 4.5: Responses on Social and Cultural Factors Influence on Consumers Buying Behaviour on Household Products

	Frequency of Respondents					Average
	1	2	3	4	5	
Culture	23	24	0	1	9	2.11
Subculture	27	3	4	0	23	2.81
Social class	15	28	14	0	0	1.98
Roles and status	20	28	0	0	9	2.12
Reference groups	26	9	6	5	11	2.4
Family	11	26	8	6	6	2.47
Education	24	24	1	1	9	2.18
	Average					2.30

Source:Field Data (2013)

The mean score for these factors is 2.30 indicating the respondents strongly agreed to the influence of social and cultural factors on consumers' buying behaviours on household products.

4.3.3 Psychological/Personal Class Factors on Consumer Buying Behaviour on Household Products

The second objective of the study was to examine the extent to which psychological/personal class factors influence consumer buying behaviour on household products. The objective is presented in the context of motivation, perception, beliefs, attitudes, skills and knowledge, self-consciousness, personality and lifestyle.

4.3.3.1 Motivation

Respondents were asked to indicate the extent to which motivation is the factor, which influence their behaviour on buying household products. The responses are as shown in Figure 4.12.

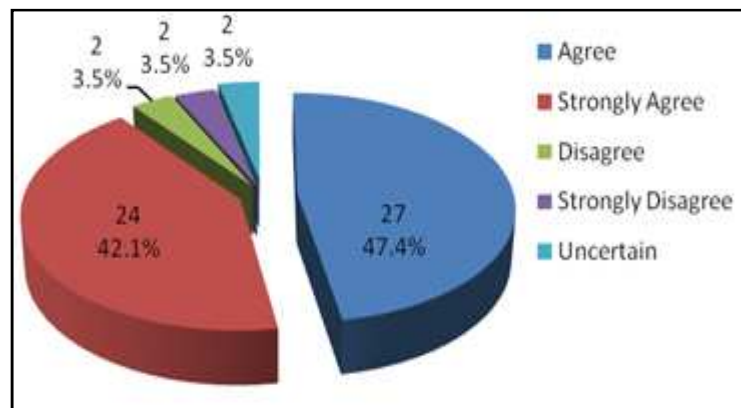


Figure 4.12: The Influence of Motivation on Consumers' Buying Behaviour on Household Products

Source:Field Data (2013)

Figure 4.12 illustrates that 27 (47.4%) of the respondents agreed and 24 (42.1%) respondents strongly agreed. Overall, a total of 51 (89.5%) of the respondents either agreed or strongly agreed to the fact that motivation has a big influence on their behaviours towards buying household products. 2 (3.5%) of the respondents disagreed and 2 (3.5%) of the respondents strongly disagreed, while 2 (3.5%) of the respondents were uncertain. From the findings, majority of the respondents agreed that motivation has influence on consumer behaviour towards buying household products.

These findings are supported by study of Montgomery (2008). His study found that motivations are also important determinants of the consumer's characteristics and

behaviour towards consumption hence buying behaviour to household consumer goods.

4.3.3.2 Perception

The respondents were asked how perception influences their behaviour on buying household products. The findings are shown in Figure 4.13.

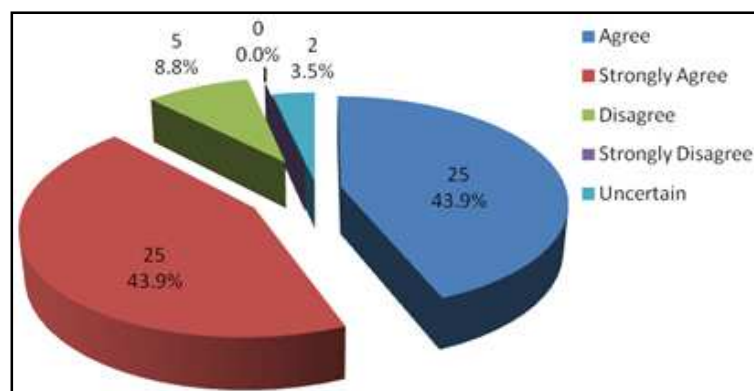


Figure 4.13: Influence of Perception on Buying Behaviour of Consumers on Household Products

Source: Field Data (2013)

Figure 4.13 above indicates that 25 (43.9%) of the respondents agreed and 25 (43.9%) respondents agreed strongly that perception has influence on consumer behaviour to buy household products. None of the respondents strongly disagreed, while 5 (8.8%) respondent disagreed and 2 (3.5%) respondents were uncertain on whether perception has any influence on their behaviour towards buying various products or not.

Therefore, majority of the respondents (87.8%) agreed that they were influenced by perception on making their decision whether to buy or not to buy a certain product. A comparative study on this factor was done by Yakup and Jablonsk (2012). In their study they also found that perception influences consumers' buying behaviour.

4.3.3.3 Beliefs

The respondents were asked if beliefs could be one of the factors influencing them to buy household products. The responses are as shown in Figure 4.14.

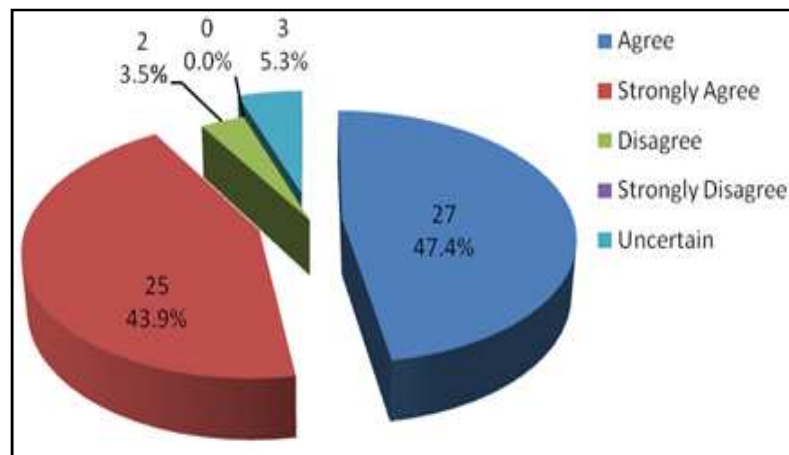


Figure 4.14: The Influence of Beliefs on Buying Behaviour of Consumers on Household Products

Source: Field Data (2013)

Figure 4.14 indicates that 52 (91.3%) of the respondents either agreed or strongly agreed that beliefs had an impact on their decision to buy household products. The findings reveals that 27 (47.4%) of the respondents agreed, 25 (43.9%) of the respondents strongly agreed. On the other hand 2 (3.5%) respondent disagreed and none of the respondent disagreed strongly, while 3 (5.3%) respondents were uncertain. Thus, vast majority of the respondents agreed that a belief has influence on consumer behaviour on buying household products.

These findings are supported by YakupandJablonsk (2012). Their findings revealed that the majority of their survey respondents' indicated belief to be one of the most important factors that determine their buying behaviour.

4.3.3.4 Attitudes

Respondents were further asked whether attitudes influence their buying behaviour on household products or not. The findings are illustrated in Table 4.15.

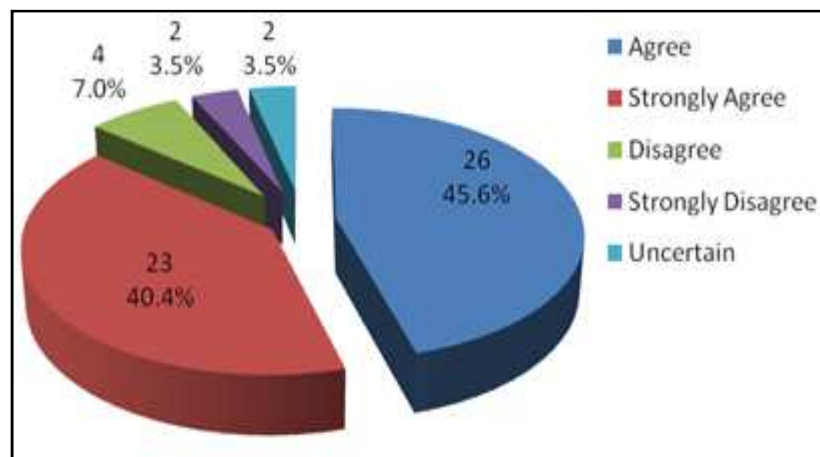


Figure 4.15: The Influence of Attitudes on Buying Behaviour of Consumers on Household Products

Source: Field Data (2013)

Figure 4.15 reveals that, 26 (45.6%) of the respondents agreed and 23 (40.4%) of the respondents strongly agreed to the statement that attitude influences their behaviours towards buying a particular product. On the other hand, 4 (7.0%) respondents disagreed and 2 (3.5%) respondents strongly disagreed, while 2 (3.5%) respondents were uncertain. Therefore, majority of the respondents agreed that attitude influences consumers on buying household products.

These findings are similar to the findings obtained by Yakup and Jablonsk (2012). They found out that the intention of consumers to purchase consumer goods is determined by having a positive perception.

4.3.3.5 Skills and Knowledge

The respondents were asked the extent to which skills and knowledge influences their behaviour towards purchasing household products. The responses are shown in Figure 4.16.

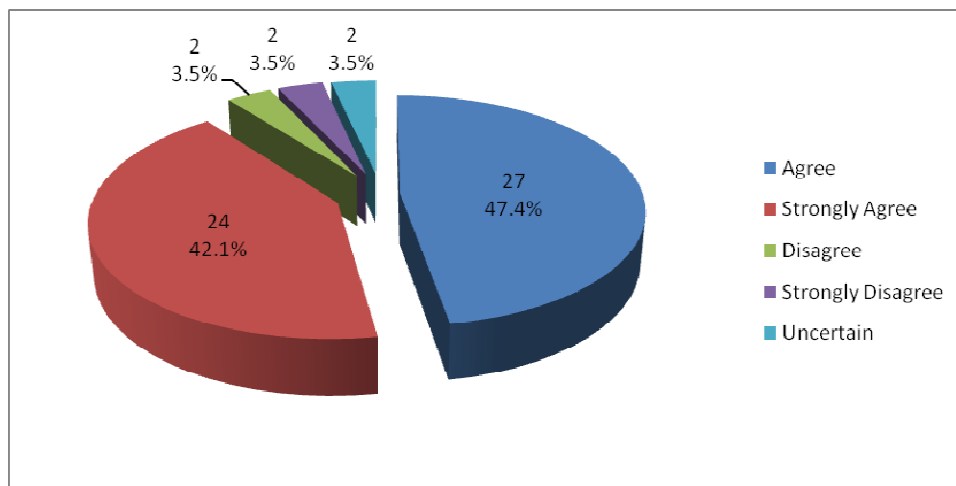


Figure 4.16: The Influence of Skills and Knowledge on Buying Behaviour of Consumers on Household Products

Source: Field Data (2013)

Figure 4.16 indicates that, the majority of the respondents that is, 51 (89.5%) either agreed or agreed strongly that skills and knowledge have the influence on consumer buying behaviour on household products. The findings reveal that 27 (47.4%) of the respondents agreed and 24 (42.1%) of the respondents strongly agreed. However, 2 (3.5%) of the respondents disagreed, while 2 (3.5%) of the respondents strongly disagreed and 2 (3.5%) respondents were uncertain. Montgomery (2008) found similar results concerning the influence of skills and knowledge on buying behaviour.

4.3.3.6 Self-consciousness

Respondents were asked to express their views on self-consciousness as a factor influencing consumer buying behaviour on household products. Their responses are shown in Figure 4.17.

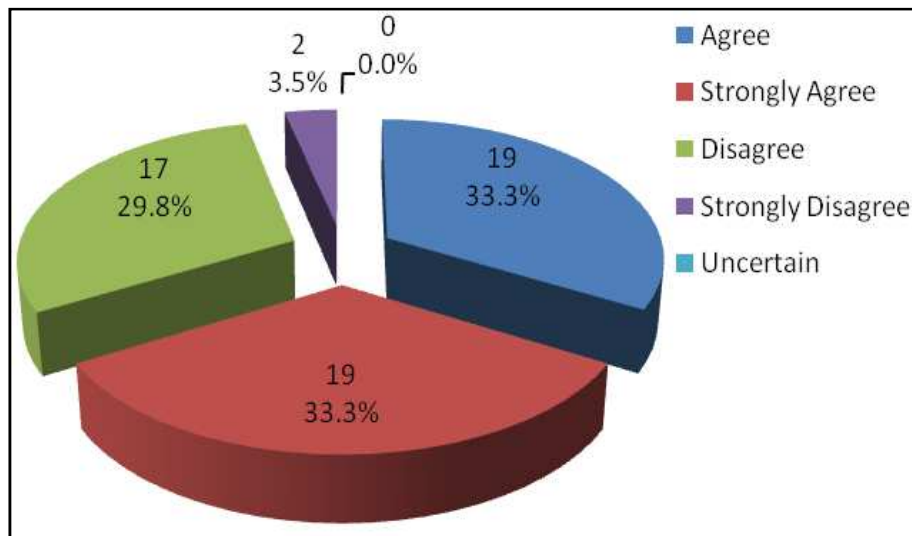


Figure 4.17: The Influence of Self-consciousness on Buying Behaviour of Consumers on Household Products

Source: Field Data (2013)

Figure 4.17 illustrates that, 19 (33.3%) of the respondents were agreed and 19(33.3%) of the respondents strongly agreed that self-consciousness influence on their behaviour to buy household products. 17 (29.8%) of the respondents disagreed and 2 (3.5%) respondents strongly disagreed. None of the respondents were uncertain about it. Thus, the majority of the respondents agreed that self-consciousness influences their behaviour towards buying household products.

This finding is in contrasts to that of Pepper *et al.* (2009).In their study, they found that self- consciousnes effects consumers' buying behaviour as it leads to consumers

to make ethically conscious' choice, intentionally responsive to social and ecological conditions' of excessive and unfair consumption and production.

4.3.3.7 Personality

The respondents were asked if the personality factor influences their behaviour to buy household products. The responses are as shown in Figure 4.18.

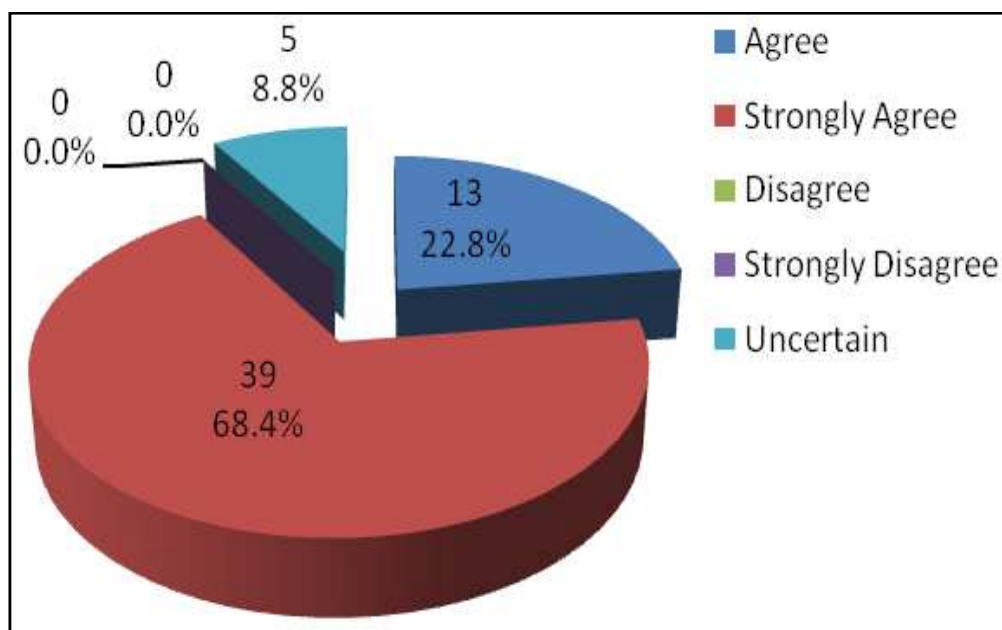


Figure 4.18: The Influence of Personality on Buying Behaviour of Consumers on Household Products

Source: Field Data (2013)

Figure 4.18 indicates that, 52 (91.2%) of the respondents either agreed or strongly agreed that personality had an impact on their decision to buy household products. 13 (22.8%) of the respondents agreed while 39 (68.4%) of the respondents strongly agreed. None of the respondents neither disagreed nor strongly disagreed, while 5 (8.8%) of the respondents were uncertain. Thus, majority of the respondents agreed that personality has influence on consumers behaviours towards buying household products.

The findings above are in line to those of Montgomery (2008). In her study, she found out that personality is an essential factor in identifying and reflecting consumer behaviour. According to her, personality primarily determines the consumer as a buyer, payer, and user of a product, including consumable household products. Thus, it helps to determine the extent up to which the consumer shall adopt the roles enumerated earlier.

4.3.3.8 Lifestyle

Respondents were asked to indicate what they thought about lifestyle as a factor which influence their behaviour on buying household products. Responses are as shown in Figure 4.19.

Figure 4.19 provides that, 42 (73.7%) of the respondents agreed and 9 (15.8%) respondents strongly agreed to the statement that lifestyle has a big influence on their behaviours towards buying household products. On the other hand, 3 (5.3%) respondents disagreed while none of the respondents strongly disagreed and 3 (5.3%) of the respondents were uncertain. Therefore, majority of the respondents agreed to the fact that lifestyle has an influence on their behaviour to buy household products.

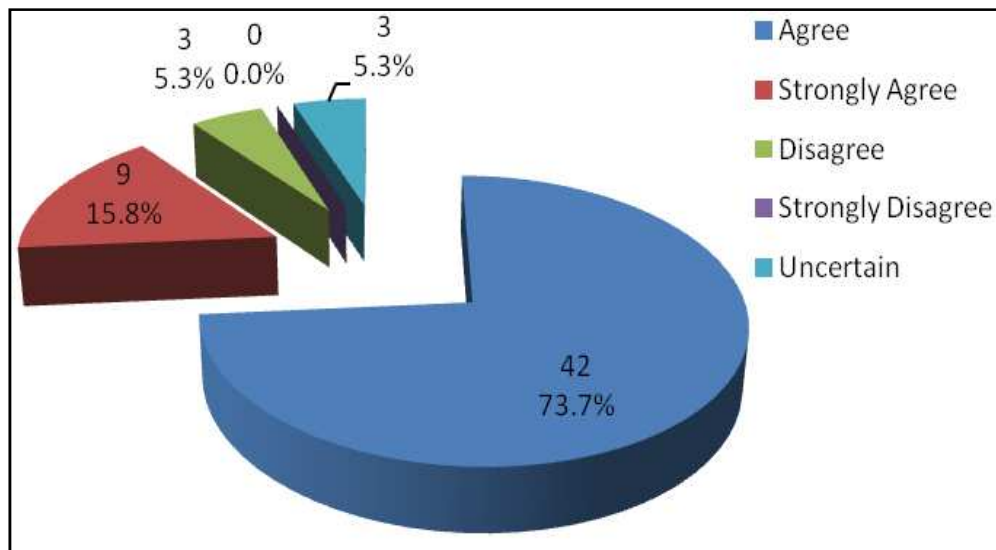


Figure 4.19: The Influence of Lifestyle on Buying Behaviour of Consumers on Household Products

Source:Field Data (2013)

Koklic and Vida (2009) in their study posited that lifestyle exerts a certain influence upon buyers' needs and desires as well as upon indirect external and internal determinants of the buying process leading them to purchase household products to reflect their lifestyles. Hence, according to them supermarkets need to position a product by fitting it into an existing pattern of consumption reflecting on the ongoing changes in the lifestyle patterns of their consumers.

The findings on psychological/personal class factors influence consumer buying behaviour on household products are summarized in Table 4.6 where; Agree = 1, Strongly agree = 2, Disagree = 3, Strongly disagree = 4 and Uncertain = 5

Table 4.6: Responses on Psychological/Personal Class Factors Influence Consumer Buying Behaviour on Household Products

	Frequency of Respondents	Average
--	--------------------------	---------

	1	2	3	4	5	
Motivation	27	24	2	2	2	1.74
Perception	25	25	5	0	2	1.75
Beliefs	27	25	2	0	3	1.72
Attitudes	26	23	4	2	2	1.79
Skills and Knowledge	27	24	2	2	2	1.74
Self consciousness	19	19	17	2	0	2.04
Personality	13	39	0	0	5	2.04
Lifestyle	42	9	3	0	3	1.47
	Average					1.79

Source: Field Data (2013)

The findings on psychological/personal class factors influence consumer buying behaviour on household products indicate that respondents mean score is 1.79 corresponding to strongly agreeing that psychological/personal class factors have influence consumer buying behaviour on household products.

4.3.4 Demographic Factors on Consumer Buying Behaviour on Household Products

The aim of the third objective was to determine the extent to which sex, age, place of domicile and physical environment of purchase place as demographic factors influence consumer behaviour on buying household products.

4.3.4.1 Sex

The respondents were asked if sex has an influence on their buying behaviour of household products. The responses are as shown in Figure 4.20.

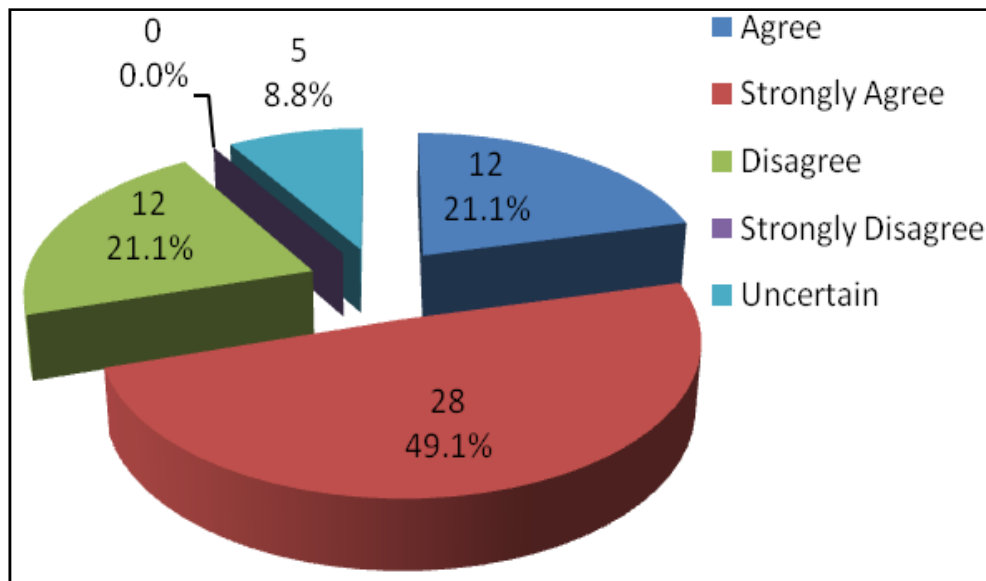


Figure 4.20: The Influence of Sex on Buying Behaviour of Consumers on Household Products

Source:Field Data (2013)

Figure 4.20 illustrates that, 12 (21.1%) of the respondents and 28 (49.1%) of the respondents agreed and strongly agreed respectively that sex has influence consumer behaviour on purchasing household products. On the other hand, 12 (21.1%) of the respondents disagreed while none of the respondents strongly disagreed and 5 (8.8%) respondents were uncertain. From the findings, it can be revealed that majority of the respondents (70.2%) agreed that sex influences consumer behaviour to buy household products.

Bakshi (2012) conducted a study with this variable of influence of sex on consumers' buying behaviour. According to the study, huge differences lie in the attitudinal, behavioural, focus, information gathering, emotions aspects of men and women due to psychological and physiological differences. The study concluded the same as per the findings of this study.

4.3.4.2 Age

Respondents were asked to express their views concerning age as a factor which influence consumer buying behaviour on household products. Their responses are as shown in Figure 4.21.

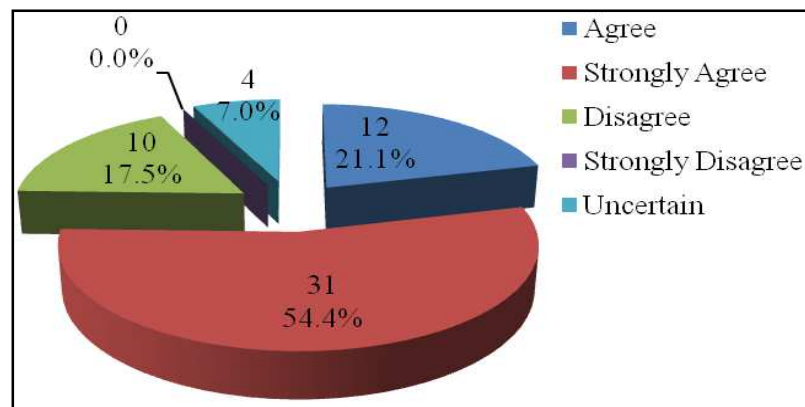


Figure 4.21: The Influence of Age on Buying Behaviour of Consumers on Household Products

Source: Field Data (2013)

Figure 4.21 provides that, 12 (21.1%) respondents agreed and 31 (54.4%) respondents strongly agreed that age is a factor which influences behaviour towards buying household products. 43 (75.5%) respondents either agreed or strongly agreed to the statement. 10 (17.5%) of the respondents disagreed while none of the respondents strongly disagreed and 4 (7.0%) respondents were uncertain. Thus, majority of the respondents agreed that age influences their behaviour towards buying household products.

These findings are also supported by a study conducted by Mazlouniet *al* (2013). This study concluded that the consumers' age affects their purchasing behaviour although they were not clear if this finding is applicable to all types of products.

4.3.4.3 Place of Domicile

The respondents were asked if place of domicile has influence on their buying behaviour of household products. The responses are as shown in Figure 4.22.

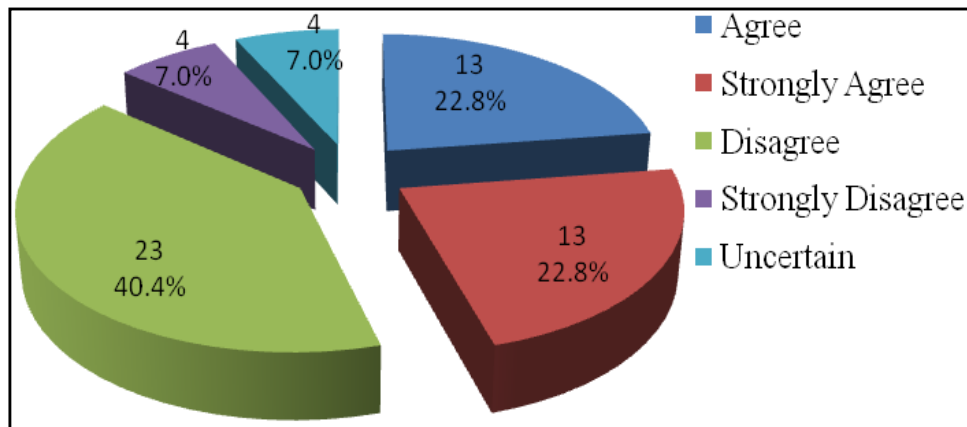


Figure 4.22: Whether or not Place of Domicile's Influence on Buying Behaviour of Consumers on Household Products

Source:Field Data (2013)

Figure 4.22 illustrates that, 13 (22.8%) of the respondents were agreed and 13 (22.8%) respondents strongly agreed. 23 (40.4%) respondents disagreed and 4 (7.0%) respondents strongly disagreed. Therefore 27 (47.4%) respondents either disagreed or strongly disagreed that place of domicile has an influence on purchasing household products. 4 (7.0%) respondents were uncertain. Thus, the findings it cannot be concluded whether respondents agreed or disagreed to statement that place of domicile has influence on consumer behaviour to buy household products.

While my study could not come to conclusion on this factor, other studies such as that of Yakupet *al.* (2012) found that place of domicile has an influence on consumers' buying behaviour. They found out that supermarkets consumers' products are favourite on suburbs and not on townships.

4.3.4.4 Physical Environment of Purchase Place

The respondents were asked if physical environment of purchase place has influence on their behaviour to buy household products. The responses are as shown in Figure 4.23.

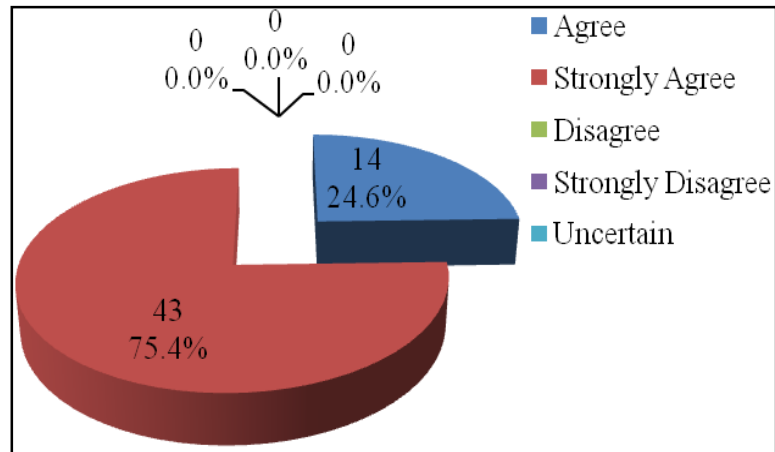


Figure 4.23: Influence of Physical Environment of Purchase Place on Buying Behaviour of Consumers on Household Products

Source:Field Data (2013)

Figure 4.23 indicates that, 57 (100%) of the respondents either agreed or strongly agreed that physical environment of purchase place has an impact on their decision to buy household products. The findings reveal that 14 (24.6%) of the respondents agreed while the majority of them that is, 43 (75.4%) respondents strongly agreed. None of the respondents disagreed, strongly disagreed or was uncertain. Thus, the findings showed that all the respondents agreed that physical environment of purchase place influences consumer behaviour on buying household products.

These findings are in line with those of Yakupet *al* (2012). They also identified that the place factor has a strong association with consumer behaviour as today's consumers prefer the places which satisfy them in every aspect.

The findings on demographic factors influencing consumer buying behaviour on household products are summarized in Table 4.7, where; Agree = 1, Strongly agree = 2, Disagree = 3, Strongly disagree = 4 and Uncertain = 5

Table 4.7: Responses on Demographic Factors Influence Consumer Buying Behaviour on Household Products

	Frequency of Respondents					Average
	1	2	3	4	5	
Sex	12	28	12	0	5	2.26
Age	12	31	10	0	4	2.18
Place of Domicile	13	13	23	4	4	2.53
Physical Environment	14	43	0	0	0	1.75
	Average					2.18

Source: Field Data (2013)

The findings on demographic factors which influence consumer buying behaviour on household products indicate that respondents mean score is 2.18 corresponding to strongly agreeing that demographic factors have influence on consumer buying behaviour on household products.

4.3.5 Economic Factors and Consumer Buying Behaviour on Household

Products

The fourth objective of this study was to determine the extent to which economic factors influence consumer buying behaviour on household products. The respondents were asked and responded on how price, quality of product, product branding, economic situation and occupation influences their behaviour on buying household products.

4.3.5.1 Price

Respondents were asked to give their opinions whether or not, they were influenced by price in making their purchasing decisions. Figure 4.24 illustrates the findings:

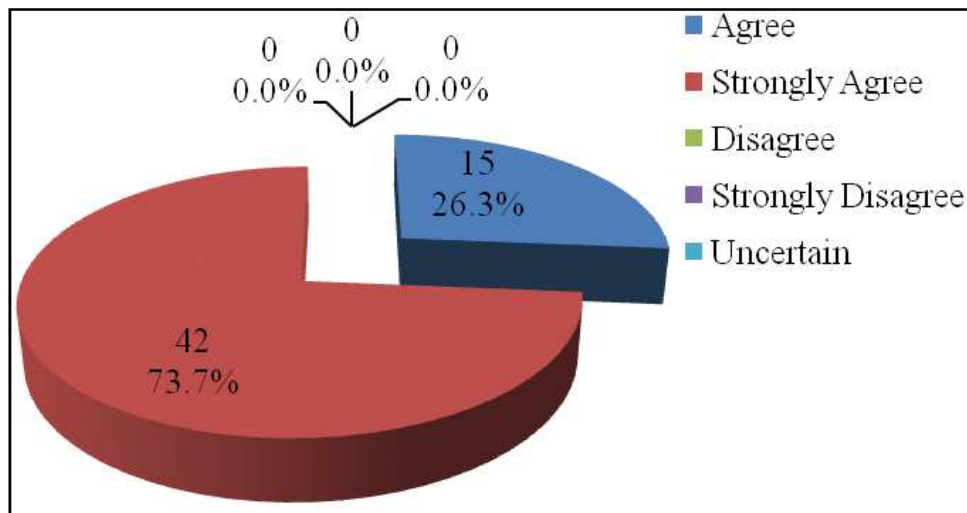


Figure 4.24: Influence of Price on Buying Behaviour of Consumers on Household Products

Source: Field Data (2013)

Figure 4.24 reveals that, 100% of all the 57 respondents either agreed or strongly agreed that price plays a vital role on their decision to buy household products. The findings also reveals that, 15 (26.3%) of the respondents agreed while 42 (73.7%) respondents strongly agreed. None of the respondents disagreed, strongly disagreed or was uncertain. From the findings, it can be revealed that all the respondents agreed that their decision to buy household products have been influenced by price of the household products.

This finding is related to the study done by Uzosike (2011). The findings of her study revealed that price of products have an influence in consumers' buying behaviour. This is due to the fact that consumers put more considerations on cost in their

decisions to purchase household products, although when related with financial status of the customers, it was observed that financial statuses of the customers also affect the effect of price on consumers buying behaviour.

4.3.5.2 Quality of Product

The respondents were asked if quality of product has influence on their buying behaviour of household products. The responses are as shown in Figure 4.25.

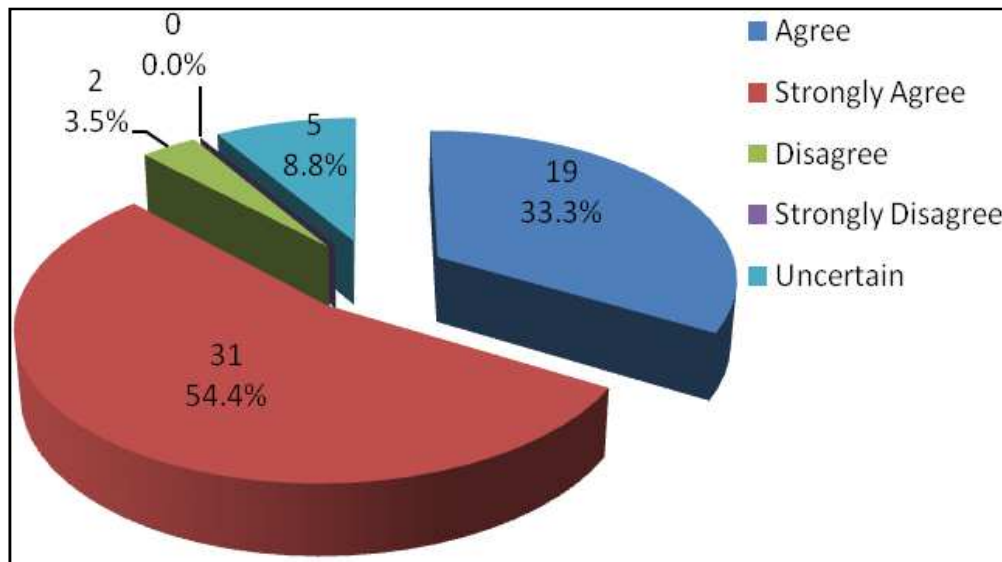


Figure 4.25: The Influence of Quality of Product on Buying Behaviour of Consumers on Household Products

Source: Field Data (2013)

Figure 4.25 provides that, 19 (33.3%) of the respondents agreed and 31 (54.4%) respondents strongly agreed that quality of product has influences on their behaviour on purchasing household products. Overall 50 (87.7%) of all respondents agreed and strongly agreed that quality of the product has influences on their behaviour to buy household products. On the other hand, 2 (3.5%) respondents disagreed and none of respondents strongly disagreed while 5 (8.8%) respondents were uncertain. Thus, the

findings revealed that majority of the respondents agreed that quality of the product has influences on their behaviour to buy household products.

This finding is similar to that of the study by Akirand Othman (2010). In their study, quality of the product factor was also studied. It was observed that the quality of the product has influence on consumers' buying decision although according to them, this is more observable on expensive and involving products while on cheap and less involving products, quality is not a most important factor.

4.3.5.3 Product Branding

The respondents were asked if product branding has influence on the buying behaviour of household products. The responses are illustrated in Figure 4.26.

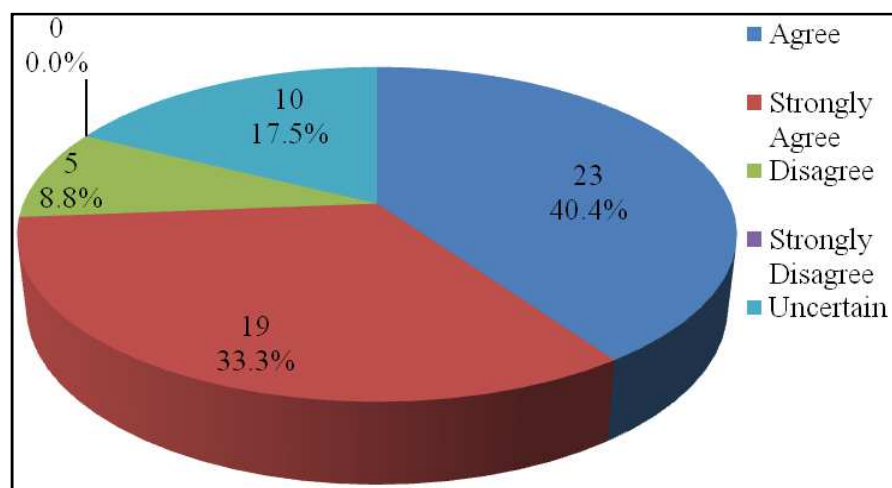


Figure 4.26: The Influence of Product Branding on Buying Behaviour of Consumers on Household Products

Source: Field Data (2013)

Figure 4.26 shows that, 23 (40.4%) of the respondents and 19 (33.3%) of the respondents agreed and strongly agreed respectively that product branding has

influences consumer behaviour on purchasing household products. 5 (8.8%) respondents disagreed and none of the respondents strongly disagreed while 10 (17.5%) respondents were uncertain. From the findings, majority of the respondents agreed that products branding has an influence on consumer buying behaviour on household products.

The study conducted by Akirand Othman (2010) supports the findings. The study reveals that brand name influences consumers' buying behaviour. According to this study consumers believe that some brands are of high quality as compared to other brands. In addition, these products carry established brand names and are reasonably priced.

4.3.5.4 Economic Situation

Respondents were asked to express their views on economic situation as a factor which influence consumer buying behaviour on household products. Their responses are shown in Figure 4.27.

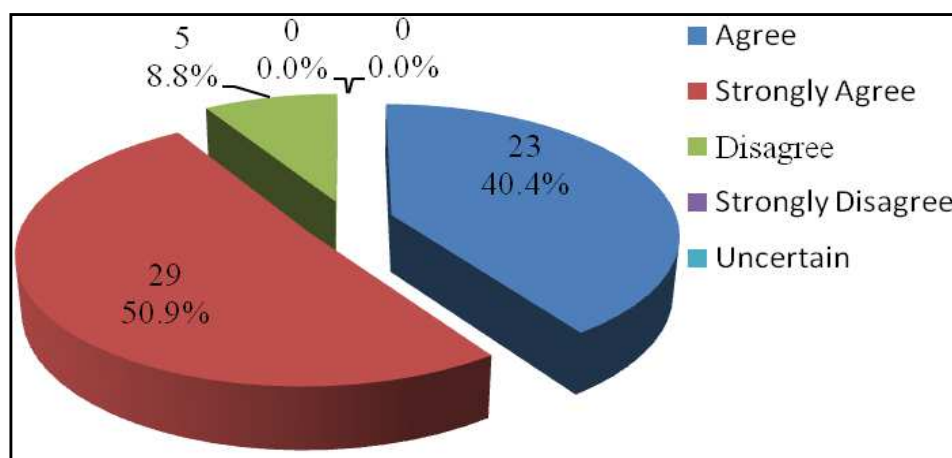


Figure 4.27: The Influence of Economic Situation on Buying Behaviour of Consumers on Household Products

Source: Field data (2013)

Figure 4.27 reveals that, 23 (40.4%) of the respondents agreed and 29 (50.9%) respondents strongly agreed that economic situation has an influence on buying household products. On the other hand, 5 (8.8%) of the respondents disagreed and none of respondents neither strongly disagreed nor was uncertain about it. Thus, majority of the respondents agreed that economic situation has an influence on buying household products.

This finding concurs with the findings of Uzosike (2011). The study found out that the economic capability determines purchasing power consumers. This factor was observed to have positive effect on the acquisition of household products.

4.3.5.5 Occupation

Respondents were asked to express their views concerning to occupation as a factor which influence consumer buying behaviour on household products. The responses are shown in Figure 4.28.

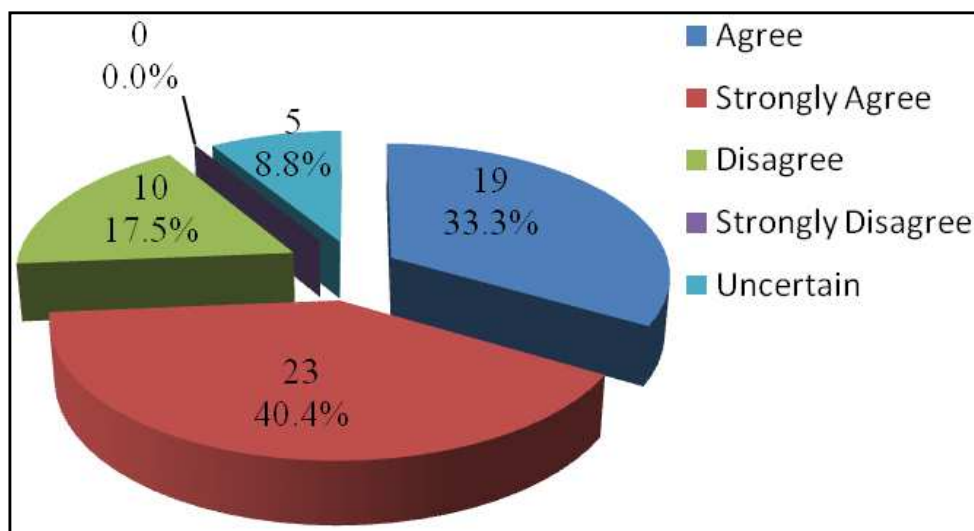


Figure 4.28: The Influence of Occupation on Buying Behaviour of Consumers on Household Products

Source: Field Data (2013)

Figure 4.28 illustrates that, 19 (33.3%) of the respondents agreed and 23 (40.4%) respondents strongly agreed on the statement that occupation has influence on behaviours towards buying household products. 10 (17.5%) of the respondents disagreed and none of the respondents strongly disagreed, while 5 (8.8%) of the respondents were uncertain. Thus, majority of the respondents agreed that occupation has influence on consumer behaviours towards buying household products.

This finding is contrary to that of the study by Uzosike (2011). This study found that a person's occupation affects the goods and services bought. According to the study occupation influence is applicable to products that are used at work and people buy what are related to their works. The findings on economic factors which influence consumer behaviour on buying household products are summarized on Table 4.8, where; Agree = 1, Strongly agree = 2, Disagree = 3, Strongly disagree = 4 and Uncertain = 5

Table 4.8: Responses on Economic Factors Influence Consumer Behaviour on Buying Household Products

	Frequency of Respondents					Average
	1	2	3	4	5	
Price	15	42	0	0	0	1.74
Quality of Product	19	31	2	0	5	1.96
Product Branding	23	19	5	0	10	2.21
Economic Situation	23	29	5	0	0	1.68
Occupation	19	23	10	0	5	2.11
	Average					1.94

Source: Field Data (2013)

The findings on economic factors which influence consumer buying behaviour on household products indicate that respondents mean score is 1.94 corresponding to strongly agreeing that economic factors have influence on consumer buying behaviour on household products.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This is a concluding chapter. It summaries the findings of the study. It concludes and offers recommendations and areas for further studies.

5.2 Summary

The aimed of the study was to examine factors that influence consumer buying behaviour on household products in Dar es Salaam. The objectives of the study were accomplished and attained because numerous data were gathered and analyzed which gave the blueprint of the factors that influence consumer buying behaviour on household products in Dar es Salaam targeting household product consumers at main supermarkets and supermarkets dealers in Dar es Salaam.

The study used a descriptive research design. This study involved 57 respondents whereby 41 were household product consumers and 16 were supermarkets dealers. These participants were selected using purposive sampling methods to ensure participants meet criteria for the study. Data were collected using several data collection methods. The main methods used were questionnaires and interviews also methods of observation and documentary reviews were used to supplement collected data as required.

Theories and literatures relating to consumers buying behaviour were reviewed and summarized in this study and were used to develop conceptual framework,

questionnaire and interviews for studying consumers' buying behaviour on household products on supermarkets. The findings of this study did not show wide variations to studies conducted in other places and literatures. The majority of respondents agreed on the presence of factors that influence consumers buying behaviour on household products on supermarkets. These factors included social and cultural factors which are culture, subculture, social class, roles and status, reference groups, family and education. Motivation, perception, beliefs, attitudes, skills and knowledge, self - consciousness, personality and lifestyle, were Psychological/personal class factors identified in this study.

Other factors were demographic factors which are determined by sex, age, place of domicile and physical environment of the purchase place. Also, economic factors which are determined by price, quality of product, product branding, economic situation and occupation were assessed.

5.3 Conclusion

From the findings of this study it can be concluded that;

Consumer buying behaviour on household products is influenced by a unique set of social and cultural factors, psychological/personal class factors, demographic factors and economic factors. These factors are non-controllable by producers or marketers but should be aware of these factors and take them into account while formulating their marketing strategies.

5.4 Recommendations

Based on the above findings and conclusions, the following recommended.

- (i) It is recommended that in designing marketing strategy for household products, decision makers and marketers should take into account socio-cultural factors basing on the fact that the society's culture is one of the most fundamental determinants of a person's want and behaviour. Also, as part of their effort to convince customers to purchase the kinds of products they sell, they need to use socio-cultural representations, especially in promotional appeals that are easily understood and often embraced by the consumers. This would make the consumer feel more comfortable with or can relate better to the product since it corresponds with their cultural values.
- (ii) In order to maximize relevance and effectiveness, business and marketing programs of any type, but particularly those that relate directly to the products buying behaviour of consumers, must take into account the psychological/personal class and economic factors. By knowing the influence of the factors such as personality, lifestyle and economic positions to the people they intend to serve, the marketing managers will effectively enhance their target marketing.
- (iii) It is also recommended that marketing managers should adopt market segmentation strategies and segment their products markets on the bases of demographic variables such as age and sex since they were all found to have great degree of influences on household products consumer's buying decisions.
- (iv) Marketing managers are recommended to stimulate opinion leadership in some key members of the society by encouraging favourable word-of-mouth about their products since household consumers are found to heavily rely on them for information. They should also ensure that their products are adequately

labelled with important features and attributes to satisfy the educated ones who are found to be problem solvers and would deliberately seek for information in that direction.

- (v) Finally, the study has found that, concessions in the form of price reduction, discount sales and the like have become common practices in supermarkets. The buyer or consumers of household products should try to avail of these benefits, whenever they are available. However, the buyers of such goods should not be lured merely by concessions without considering the quality and performance aspects of these household products.

5.5 Areas for Further Studies

The study was limited to 57 respondents of whom were household consumers and supermarket dealers from Ilala, Temeke and Kinondoni Municipalities in Dar es Salaam region only. The following are the recommendations for areas to be studied in future to supplement the findings of this study:

- (i) There is a need therefore to include other regions and find out about this topic as Dar es Salaam is very different and special to most of regions of Tanzania in economy and infrastructures.
- (ii) The influence and effect of advertising and promotion on consumer buying behaviour on household products has not been studied. It hoped that future studies will investigate the influence and effect of advertising and promotion on consumer buying behaviour on household products.

REFERENCES

- Aaker, L. (1997). "Dimensions of brand personality," *Journal of Marketing Research*, Vol.34 (3), pp 126-136.
- Akir, O. and Othman, N. (2010). "Consumers' Shopping Behaviour Pattern on Selected Consumer Goods: Empirical Evidence on Malaysian Consumers." *Journal of Business & Policy Research*, Volume 5. Number 1. July 2010, pp 123-157.
- Andaleeb, S. and Conway, C. (2006). "Customer Satisfaction in the Restaurant Industry; An Examination of the Transaction-Specific Model", *Journal of Services Marketing*, Vol.20 (1), pp 3-11.
- Attaman, B. and Ulengin, B. (2003). "A note on the effect of brand image on sales", *Journal of Product & Brand Management*, Vol.12 (4), pp 237-250.
- Avery, J. (1996). "Determinants of search for non-durables goods; An empirical Assessment of the Economics of Information Theory", *The Journal of Consumer Affairs*, Vol. 30 (2), pp 390-420.
- Bakshi S (2012). "Impact of Gender on Consumer Purchase Behaviour". *Journal of Research in Commerce & Management*, Volume 1, Issue No.9, pp 1-8.
- Barakaeli, N (2008). "Factors Influencing Consumer Buying Decisions in Mobile Phones Market in Tanzania", MBA Dissertation, University of Dar es Salaam. Tanzania. (Unpublished)
- Blackwell, D., Miniard, W. and Engel, F. (2001). *Consumer Behaviour*, Six Edition, South-Western Thomson Learning, Ohio, USA.
- Bristow, N., Schneider, C. and Schuler, K. (2002). "The brand dependence scale: measuring consumers use of brand name to differentiate among product

- alternatives”, *Journal of Product & Brand Management*, Vol. 11 (6), pp 343-356.
- Brown, F. (2006). “The determination of factors influence brand choice”, *Journal of Marketing*, Vol. 14,(4), pp 699-714.
- Clarke, P. (2006). “Christmas gift giving involvement”, *Journal of Consumer Marketing*, Vol. 23 (5), pp 283-291.
- Creswell, J. W. (2003). *Research Design: Qualitative, Quantitative and Mixed Methods Approaches*, 2nd ed., Thousand Oaks, Sage publications.
- Dodds, W. B., Monroe, K. B., and Grewal, D. (1991). *Effect of price, brand and store information on buyers' product evaluations*. *Journal of Marketing Research*, Volume 28(3), pp 307-319.
- Encalas, E. and Bettman, R. (2003). “You Are What They Eat: The Influence of Reference Groups on Consumer Connections To Brands”, *Journal of Consumer Psychology*, Vol. 13 (3), pp 339-348.
- Felipe, K. and Betty, K. (2005). “Hispanic Marketing: A Cultural Perspective”. Amsterdam: Elsevier Butterworths- Heinemann.
- Fisher, C. (2004), *Researching and Writing a Dissertation for Business Students*, Pearson Education Ltd, Harlow.
- Foret, M., and Procházka, P. (2007). “Buying Behaviour of Households in the Czech Republic”. *Agricultural Economics - Czech*, 53(7), pp 318-324.
- Gray, D. E. (2004), *Doing Research in the Real World*, Sage, London.
- Halsen, N. and Baron, J. (1994). “An Examination of the Pathways through Which Social Class Impacts Health Outcomes”. *Academy of Marketing Science Review*, pp 32-60.

- Haque, A., Khatibi, A. and Rahman, S. (2009). "Factors Influencing Buying Behaviour of Piracy Products and its Impact to Malaysian Market", *International Review of Business Research Papers*, Vol.5 (2), pp 383-401.
- Hartley, J. (2004), *Essential Guide to Qualitative Method on Organisational Research*, Sage. London.
- Hasslinger, A., Hodzic, S., and Obazo, C. (2007). *Consumer Behaviour in Online Shopping*. Kristiansand: Kristiansand University, Department of Business Studies.
- Haviland, W. A. (2003). *Anthropology*. Wadsworth: Belmont, CA.
- Jones, M. and Zufryden, S. (1980). "Adding explanatory variables to a consumer purchase behaviour model; An exploratory study", *Journal of Marketing*, Vol. 17 (9), pp 323-334.
- Kim, R. (2009). "Factors influencing Chinese consumer behaviour when buying innovative food products", *Agricultural Economist - Czech*, 55, (9), pp 436–445.
- Kinney, T., and Taylor, J. (1996). *Marketing Research: An Applied Research*, 5th ed, McGraw Hill, USA.
- Koklic, M. and Vida, I. (2009). "A Strategic Household Purchase: Consumer House Buying Behaviour". *Managing Global Transitions Journal*, Volume 7 (1), pp 75–96. University of Ljubljana, Slovenia.
- Kothari, C. R. (2006). *Research Methodology*, 2nd Ed, New Age International (P) LTD, Delhi, India.
- Kotler, P. (1998). *Principles of Marketing*, 7th Ed, International Edition, Prentice Hall, Upper Saddle, New Jersey, USA.

- Kotler, P., and Armstrong, G. (2007). *Principles of Marketing*. Upper Saddle River, NJ: Prentice Hall.
- Kress, G. (1988). *Marketing Research*, 3rd ed, Prentice Hall International, USA.
- Lamb, C. W. Hair, J. F. and McDaniel, C. (2001). *Marketing*, South-Western Thompson Learning, USA.
- Lichtenstein, R., Ridgway, M. and Netemeyer, G. (2004), “Price perceptions and consumer shopping behaviour; a field study”, *Journal of Marketing Research*, Vol.100, pp 234-245.
- Louviere, J. J., Hensher, D. A., and Swait, J., (2000). *Stated Choice Methods: Analysis and Application*. Cambridge University Press, Cambridge.
- Malhotra, K. (2004). *Basic Marketing Research; Application to Contemporary Issues*, International Edition, Prentice Hall, USA.
- Mazloui S. S., Efteghar, A. Ghalandari, A. Saifi, B. and Aghandeh, I. (2013). “Evaluating the effect of demographic differences on consumers' purchasing behaviour (Case Study: Tetra Pak Consumers)”, *International Research Journal of Applied and Basic Sciences*, Volume 4 (7), pp 1866-1867, Science Explorer Publications.
- Mbeche, I. M. (2004). *Sampling Methods; In Research Design, Data Collection and Analysis*, A Training Manual, UNCRD. No. 12.
- Mbura, O. (2014). *Principles and Practises of Marketing in Tanzania*. 5th ed. University of Dar es Salaam, Tanzania.
- Mkanda, S. R. (2009). An assessment of some product, price, quality, package, label and promotional factors that affect consumer choice of brand: A case of carbonated soft drink brands in Tanzania market. Masters Dissertation. University of Dar es Salaam. Tanzania. (Unpublished).

- Montgomery, J. (2008). "The Role that Personality and Motivation Play in the Consumer Behaviour: A Case Study on HSBC". *Business Intelligence Journal*, Volume 1, pp 128-134.
- Morris, T. and Wood, S. (1991). "Testing the Survey Method: Continuity and Change in British Industrial Relations", *Work Employment and Society*, 5:2, 259-82.
- Mourali, M., Laroche, M. and Pons, F. (2005), "Individualistic orientation and consumer susceptibility to interpersonal influence", *Journal of Services Marketing*, Vol.19 (3), pp 164-173.
- Mugacha, S. (2013). *Uchumi Supermarket: And the growth story continues*, Faida Investment Bank, Nairobi.
- Nesaei, V. (2009). *Marketing techniques and principles*, Terme Publication, Tehran.
- Pepper, M, Jackson, T and Uzzell, D (2009). "An examination of the values that motivate socially conscious and frugal consumer behaviours". *International Journal of Consumer Studies* 33 (2009) 126-136, UK. Blackwell Publishing Ltd.
- Prameela, V. and Husain, S. (2007). "Consumer choice of branded agro-processed products in Kannur municipality of Kerala state", *Journal of Tropical Agriculture*, Volume 45 (1-2), pp 72-74.
- Punch, K. (1998). *Introduction to Social Research: Quantitative and Qualitative Approaches*, London, Sage.
- Sanga, D. A. (2007). "Factors influencing consumer brand choice and purchasing decision making process: The case of bottled drinking water Tanzania". MBA Dissertation. University of Dar es Salaam. Tanzania. (Unpublished)

- Saunders, M., Lewis, P., and Thornhill, A. (2007). *Research Methods for Business Students*, 6th Edition, London, Pearson Educational Limited.
- Schiffmann, G. and Kanuk, L. (2007), *Consumer Behaviour*, Eight Edition, Prentice Hall Incorp. USA.
- Schutte, H. and Ciarlante, D. (1998). *Consumer Behaviour in Asia*, Macmillan Press Ltd. London, UK.
- Silverman, D. (2006). *Interpreting Qualitative Data; 3rded*, Thousand Oaks, Sage, CA
- Solomon, R. (2002), *Consumer Behaviour, Buying, Having, Being, 6thed*, Prentice Hall, New Jersey, USA.
- Stávková, J., Stejskal, I. and Toufarová, Z. (2008). “Factors Influencing Consumer Behaviour” *Agricultural Economist - Czech*, 54 (6), pp 276-284.
- Stigler, D. (1961). “The Economic of Information”, *The Journal of Political Economy*, Vol. 69 (3).
- Trommsdorff, V. (2002). *Consumers Behaviour*, 4th ed, Stuttgart, Russia
- Uzosike, C. (2011). Factors Affecting Consumer Behaviour and Acquisition of Household Equipment in Imo State. M.Ed Thesis, Ahmadu Bello University, Zaria, Nigeria (Unpublished).
- Vijayalakshmi1, S. and Mahalakshmi, V. (2013). “An impact of consumer buying behaviour in decision making process in purchase of electronic home appliances in Chennai (India): an empirical study”. *Elixir Marketing Mgmt.* 59 (2013) 15267-15273.
- Vysekalová J. (2004), “Consumers Psychology; How do the customers shop”, *Agricultural Economist - Czech*, 54, (6), pp 4.

- Yakup, D. Mücahit C, Reyhan, O. (2011).The Impact of Cultural Factors on the Consumer Buying Behaviour s Examined through An Impirical Study.*International Journal of Business and Social Science*, Vol. 2 No. 5; pp 109-114.
- Yakup, D. and Jablonsk, S. (2012). “Integrated Approach to Factors Affecting Consumers Purchase Behaviour in Poland and an Empirical Study”.*Global Journal of Management and Business Research*, Volume 12 Issue 15 Version 1.0, pp 60-87, Hasan Kalyoncu University, Gaziantep, Turkey.
- Young W., Hwang K., McDonald S., Caroline J. and Oate,S. (2008). “Sustainable consumption:green consumer behaviour when purchasing products”,*Sustainable Development journal*, Volume18 (1), pp 20-31.
- Zeithaml, V. A., Bitner, M. J., and Gremler D. D (2009). *Services Marketing: Integrating Customer Focus across the Firm*, 5th ed. Boston: McGraw-Hill.
- Zikmund, G. (2000).*Business Research Methods*, 6thed, South-Western Thomson Learning, USA.

APPENDIX

Appendix I: Questionnaires for Household Product Consumers and Supermarket Dealers

Introduction

The questionnaire is only for the purpose of collecting data concerning factors that influence consumer buying behaviour on household products in Tanzania, The Case being Dar es Salaam Region. This research is purely for academic purposes. You have been selected to participate in the interview because of your potential to give the required information. The information which will be collected will be treated as confidential and will be used for this study only.

Part A: Personal Information

Please, circle the correct answer

1. Status
 - a. Household Products Consumer
 - b. Supermarket Dealer
2. Age (in Years)
 - a. Below 26
 - b. Between 26 and 35
 - c. Between 36 and 45
 - d. Between 46 and 55
 - e. Above 55

3. Gender

- a. Male
- b. Female

4. Level of education

- a. Primary education
- b. Secondary education
- c. College
- d. University

KEY: Please, give your response by putting a tick (✓) on an appropriate space

Agree = 1; Strongly agree = 2; Disagree = 3; Strongly disagree = 4; Uncertain = 5

Part B: The extent to which social and cultural factors influence consumer buying behaviour on household products.

	Social and Cultural Factors	1	2	3	4	5
5.	Culture					
6.	Subculture					
7.	Social Class					
8.	Roles and Status					
9.	Reference Groups					
10.	Family					
11.	Education					

Part C: The extent to which psychological/personal class factors influence consumer buying behaviour on household products.

	Psychological/Personal class factors	1	2	3	4	5
12.	Motivation					
13.	Perception					
14.	Beliefs					
15.	Attitudes					
16.	Skills and knowledge					
17.	Self - consciousness					
18.	Personality					
19.	Lifestyle					

Part D: The extent to which demographic factors influence consumer buying behaviour on product household products.

	Demographic Factors	1	2	3	4	5
20.	Sex					
21.	Age					
22.	Place of domicile					
23.	Physical environment of the purchase place					

Part E: The extent to which economic factors influence consumer buying behaviour
on household products.

	Economic factors	1	2	3	4	5
24.	Price					
25.	Quality of Product					
26.	Product Branding					
27.	Economic Situation					
28.	Occupation					

29. Please, add any other comments you may have

.....

.....

.....

.....

THANK YOU FOR YOUR COOPERATION